

Application Reference Number:	2025/0957		
Application Type:	Advertisement Consent.		
Proposal Description:	Installation of 1no. non-illuminated fascia sign and 4no. non-illuminated post-mounted signs.		
Location:	Forge Parkside Centre, Sheffield Road, Hoyland, Barnsley, S74 0FS		
Applicant:	BMBC		
Third-party representations:	None.	Parish:	
		Ward:	Rockingham

This application is being brought before members as the Council is the applicant.

Summary:

The applicant is seeking advertisement consent for the display of 5 non-illuminated signs. Sign 1 being a sign on the front elevation of the approved sports centre. Sign 2 being an entrance sign at the entrance to the sports pitch and sign 3, 4 and 5 being post mounted, site perimeter signs.

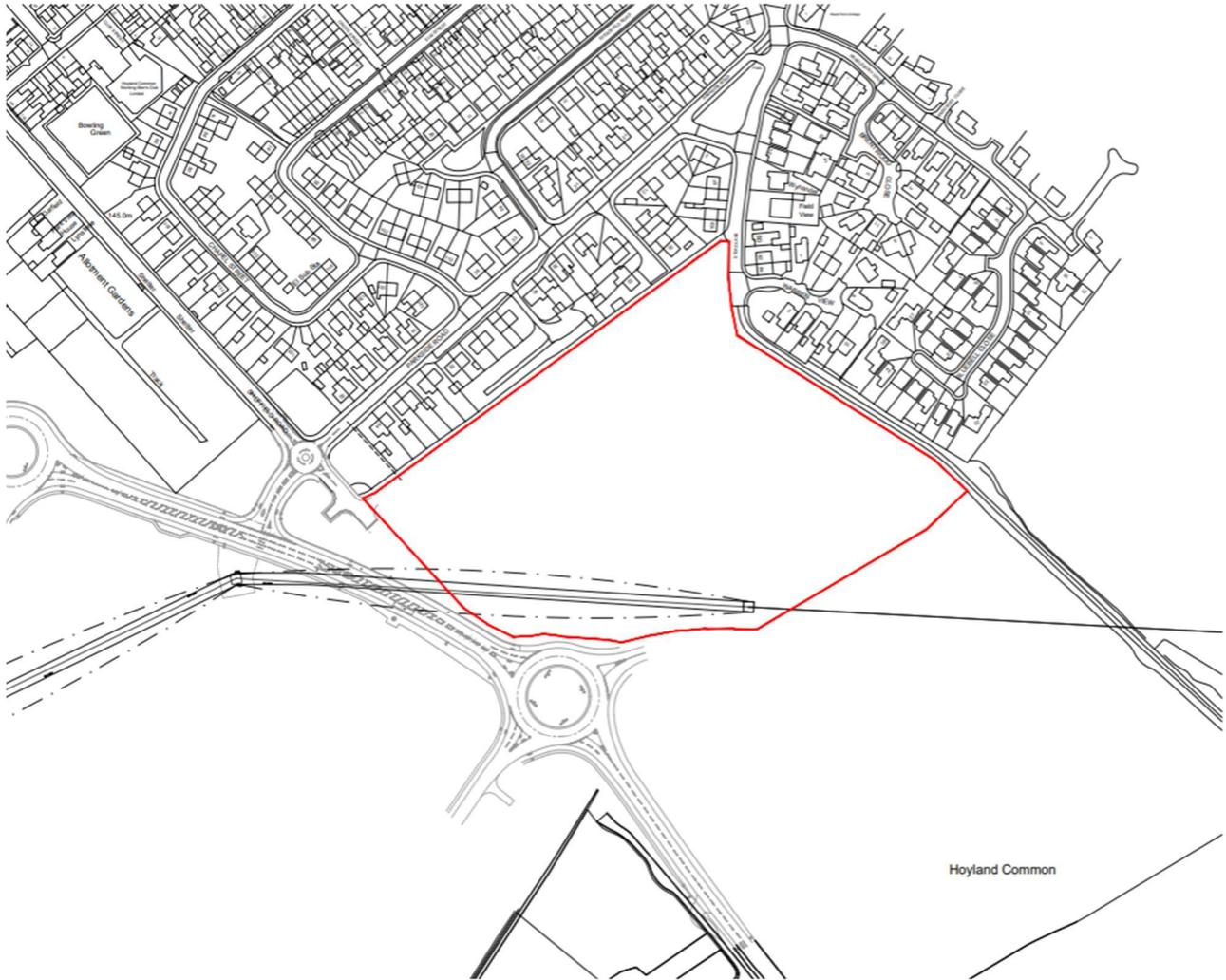
Development comprising the installation of signage is considered acceptable in principle if it would be appropriate in scale and respectful of local character and should conserve and enhance the significance and setting of the borough's heritage assets, paying particular attention to those elements which contribute most to the borough's distinctive character and sense of place. Any proposal will also be expected to demonstrate that it is not likely to result, directly or indirectly, in an increase in light or other pollution which would otherwise unacceptably affect or cause nuisance to the natural and built environment or to people.

The proposal would have no adverse impact on highway safety, residential or visual amenity and is considered acceptable in policy terms. The proposal is therefore considered to be an acceptable and sustainable form of development in accordance with Section 2 of the National Planning Policy Framework (NPPF, 2024), and advertisement consent should be granted subject to conditions.

Recommendation: **APPROVE subject to conditions.**

Site Description

This application relates to the approved Forge Parkside Sport Centre which has received approval under planning application 2023/0753 and would provide a car park, sports centre building and sports fields to the north of the site. To the southwest of the site is A road Olympus Way. To the north and east are dwellings, to the south are agricultural fields allocated for housing under Local Plan allocation HS68 and to the west of Sheffield Road is an employment site recently completed on allocated employment site ES13.



Planning History

There are multiple planning applications associated with the development site. However, the most recent and relevant applications area:

Application Reference	Description	Status
2023/0753	Proposed Community Sports Facility including single storey multi use building, all weather sports pitch with floodlights, two no. temporary storage containers and associated car parking and landscaping	Approve with Conditions
2024/0523	Details of conditions 3 (Construction Method Statement), 4 and 5 (Off-site Highway Works), 6 (Adopted Highway Condition Survey) and 7 (Ground Investigation) in relation to planning application 2023/0753: Proposed Community Sports Facility including single storey multi use building, all weather sports pitch with floodlights, two no. temporary storage containers and associated car parking and landscaping.	Approve
2024/0771	Details of condition 3 (construction method statement) of application 2023/0753 (Proposed Community Sports Facility including single storey multi use building, all weather sports pitch with floodlights, two no. temporary storage containers and associated car parking and landscaping).	Approve

Proposed Development

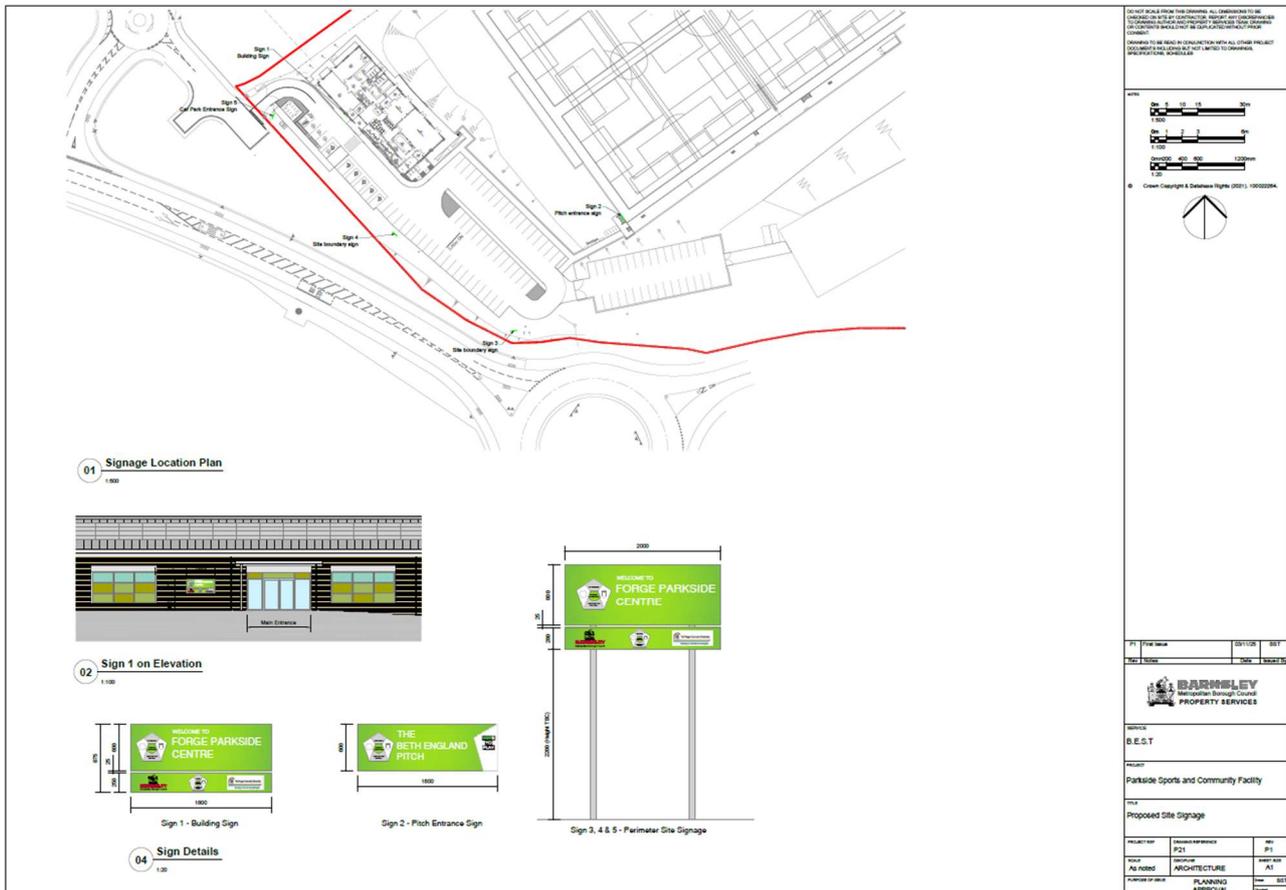
The applicant is seeking advertisement consent for the display of 5 non-illuminated signs. Sign 1 being a sign on the front elevation of the approved sports centre. Sign 2 being an entrance sign at the entrance to the sports pitch and sign 3, 4 and 5 being post mounted, site perimeter signs.

Sign 1 is proposed to the front elevation of the approved sports centre building. The sign would be located to the left of the entrance doors. The sign would consist of two steel sheets, one above the other. Combined they would be approximately 1.8 metres by 0.88 metres. The sign would be predominantly green. The sign would state 'Welcome to Forge Parkside Centre' along with a football foundation badge. The bottom steel sheet would include the Barnsley Council logo, a football foundation badge and The Forge Community Partnership logo.

Signs 3, 4 and 5 would provide the same design as sign 1 but would be larger with an approximate width of 2 metres and a height of 1.1 metres. The signs would be approximately 2.2 metres above

ground level and utilise two poles to elevate the signs. Signs 3, 4 and 5 are located to the south of the site boundary facing Olympus Way.

Sign 2 is proposed to the entrance of the approved sports pitches. The sign would be approximately 1.8 metres in width with an approximate height of 0.6 metres. The sign would be predominantly green. The sign would state 'The Beth England Pitch' along with a football foundation badge and a 'Here to Play' logo.



- *Policy T4: New Development and Transport Safety.*

National Planning Policy Framework (NPPF) and the National Planning Practice Guidance

In December 2024, the Government published a revised NPPF which is the most recent revision of the original Framework, first published in 2012 and updated several times, providing the overarching planning framework for England. The NPPF sets out the Government's planning policies for England and how they are expected to be applied. The NPPF must be taken into account in the preparation of local and neighbourhood plans and is a material consideration in planning decisions. The revised document has replaced the earlier planning policy statements, planning policy guidance and various policy letters and circulars, which are now cancelled.

Central to the NPPF is a presumption in favour of sustainable development (paragraph 10) and plans and decisions should apply this presumption in favour of sustainable development (paragraph 11). There are three dimensions to sustainable development: economic, social and environmental; each of these aspects are mutually dependent. The following NPPF sections are relevant in this case:

- *Section 2: Achieving sustainable development.*
- *Section 4: Decision-making.*
- *Section 12: Achieving well designed places.*

The National Design Guidance (2019) is a material consideration and sets out ten characteristics of well-designed places based on planning policy expectations. A written ministerial statement states that local planning authorities should take this guidance into account when taking decisions.

Supplementary Planning Guidance

In line with the Town and Country Planning (Local Planning) (England) Regulations 2012, Barnsley has adopted twenty-eight Supplementary Planning Documents (SPDs) following the adoption of the Local Plan in January 2019. The following SPDs are relevant in this case:

- *Advertisements (Adopted May 2019).*

The adopted SPDs should be treated as material considerations in decision making and are afforded full weight.

Consultations

Whilst there is no statutory requirement for local planning authorities (LPA) to publicise applications for advertisement consent, an LPA should consider whether any application would affect the amenity of neighbours. Where it would affect them, it is good practice for the views of neighbours to be sought before determining an application.

This application was advertised on the Council website, and a site notice was placed nearby, expiring 28th November 2025. No representations were received.

Highways DC	<i>No objection(s).</i>
Local Ward Councillors	<i>No comments received.</i>

Planning Assessment

For the purposes of considering the balance in this application, the following planning weight is referred to in this report using the following scale unless the NPPF establishes a specific weight:

- Substantial

- Considerable
- Significant
- Moderate
- Modest
- Limited
- Little or no

Principle of Development

Development comprising the installation of signage is considered acceptable in principle if it would be appropriate in scale and respectful of local character and should conserve and enhance the significance and setting of the borough's heritage assets, paying particular attention to those elements which contribute most to the borough's distinctive character and sense of place. Any proposal will also be expected to demonstrate that it is not likely to result, directly or indirectly, in an increase in light or other pollution which would otherwise unacceptably affect or cause nuisance to the natural and built environment or to people.

Impact on Visual Amenity

Well-designed signs can project an image of quality, confidence and permanence; whereas too many or oversized signs can give a cluttered and unattractive appearance which does not relate to either the building or the surrounding area.

The design of the signs is not considered to be controversial and follows the style of the approved scheme. Green is considered an appropriate colour scheme given the site is to be used as a sports centre with sports pitches. The size of the signs are considered to be appropriate and would be large enough to meet its purpose, but not too large as to be overbearing and detrimental to the design of the centre.

Signs 3, 4 and 5 provide a similar scheme to sign 1 and 2. This allows for a consistent and matching theme throughout the site. It is acknowledged these signs are larger, however given they are substantially set back from the boundary and highway, the size and scale of the proposals would not detrimentally harm the visual amenity of the site.

Considering the above, this is considered to weigh considerably in favour of the proposal.

The proposal is therefore considered to comply with Local Plan Policy D1: High Quality Design and Placemaking and is considered acceptable regarding visual amenity.

Impact on Residential Amenity

The proposed signage is not illuminated and considered small scale. The signage does not directly face any residential properties and is therefore not considered to have any impact on residential amenity.

Considering the above, this is considered to weigh considerably in favour of the proposal.

The proposal is therefore considered to comply with Local Plan Policy GD1: General Development and Local Plan Policy POLL1: Pollution Control and Protection and is considered acceptable regarding residential amenity.

Impact on Highways

Sign 1 would be erected within close proximity of the car park. The sign is of relatively small scale and is not illuminated. The sign would therefore not be impactful on highway safety.

Sign 2 is not within proximity to any highway and would therefore not be impactful on highway safety.

Signs 3, 4 and 5 are significantly bigger than the other signs and would be in proximity to the highway. The signs are not illuminated and are set back within the site. Given the signs are not illuminated and are set back from the highway the signs are not considered to be of any distraction to drivers on Olympus Way.

Highways DC have been consulted on this application and have not raised any concerns with regards to highway safety.

Considering the above, this is considered to weigh substantially in favour of the proposal.

The proposal is therefore considered to comply with Local Plan Policy T4: New Development and Transport Safety and is considered acceptable regarding highway safety.

Planning Balance and Conclusion

In accordance with the provision of paragraph 11 of the NPPF (2024), the proposal is considered in the context of the presumption in favour of sustainable development and therefore, for the reasons given above, and taking all other matters into consideration, the proposal complies with the relevant local and national planning policies and guidance. Advertisement consent should be granted subject to necessary conditions.

RECOMMENDATION: Approve subject to conditions.

Justification

Statement of compliance with Article 35 of the Town and Country Development Management Procedure Order 2015.

It has not been necessary to make contact with the applicant to request amendments to the proposal during the consideration of this application, as it was deemed acceptable.

Due regard has been given to Article 8 and Protocol 1 of Article 1 of the European Convention for Human Rights Act 1998 when considering representations, the determination of the application and the resulting recommendation. It is considered that the recommendation will not interfere with the applicant's and/or any objector's right to respect for his private and family life, his home and his correspondence.