

Planning and Building Control
Barnsley Metropolitan Borough Council
PO Box 634
Barnsley
S70 9GG

27th August 2025

Dear Sir / Madam

PENISTONE ROAD, SHEFFIELD, S35 4JB - ERECTION OF A D6 SMALL FORMAT ADVERTISEMENT DISPLAY

This cover letter has been prepared on behalf of Wildstone Estates Limited, an outdoor media infrastructure provider, and is submitted in support of an application for advertisement consent to erect a freestanding D6 small format advertisement display at the above site.

The site comprises a Petrol Filling Station (PFS) owned by Motor Fuel Group (MFG), the largest independent forecourt operator in the UK. The Company currently has around 1,200 sites which offer customers a growing dual-fuel strategy, a versatile valeting offer and a convenient retail and 'food to go' portfolio.

Wildstone Estates Limited is working in partnership with MFG to modernise existing advertising infrastructure across the MFG portfolio and where possible to rationalise and declutter existing advertisements, which aligns with an industry wide programme.

The Proposal

The proposal seeks to erect a freestanding D6 small format advertising display which will exhibit static advertisements on rotation. This proposal would also remove some of the existing advertisements on the Site, such as the banners, a-board and the coffee cup, as shown on the proposed plans.

This is a standard small format advertisement, which is found across the UK in roadside, retail and transportation environments. There are over 75,000 6-sheets in the UK. The advertisement which is the subject of this application is primarily aimed at users of the PFS rather than road users.

The proposed D6 small format advertisement display has the same dimensions as a standard 6-sheet hoarding, measuring 1.23m(w) x 2.4m(h) x 0.22m(d). The proposed advertisement will utilise LCD digital technology which is durable, efficient and can be easily erected with minimal engineering. The quality of the image produced will mimic that of a traditional paper and paste display (**Appendices 1 and 2**). The proposed display will meet modern requirements and will be capable of displaying 6 advertising campaigns at a time, sequencing every ten seconds. The advertisement will comprise local and national campaigns as well as goods and services sold on site.

The D6 small format advertisement display will be monitored and controlled remotely in real time from a Network Operation Centre (NOC) to display advertisements and facilitate responsive maintenance where necessary. Diagnostics software can report any small technical faults (e.g. a broken panel) so that a kill switch

can turn the content to black. Engineers are able to respond within 24 hours to any issues which require attendance.

Conditions

All advertisements are subject to the five standard conditions set out in the Regulations. The vast majority of digital advertisement consents now also operate within an established set of parameters that include controls over the level of luminance and the proposed speed and rate of change between adverts. These “industry standard” conditions have evolved over time, in order to address common concerns relating to amenity and public safety.

The proposed display will operate with a system of threshold controls, timers and light sensors to ensure that the luminance never exceeds the ILP guideline figure at night time, with lower thresholds set on more sensitive sites

Newly published guidelines by the Institute of Lighting Professionals (ILP) have introduced a new set of model conditions which can be applied to advertisement consents going forwards. The model conditions are set out within Appendix 1 of Technical Note 5 “The Brightness of Illuminated Advertisements including Digital Displays” (PLG05/23) and are included within **Appendix 3** this statement for clarity.

The Site

The proposal site is located within the wholly commercial entity of the PFS and the D6 small format advertisement display will be positioned within the site boundary. The PFS includes a retail unit. The wider site surroundings are rural / low-density residential in character.

The advert will be viewed predominately by users of the PFS. Therefore impact on surrounding area is negligible. There are numerous existing advertising displays and signage located within the PFS.

The nearest residential properties within view of the Site are the detached properties located on the south side of Penistone Road. It is not expected that there will be any impact of the illumination of the proposed display upon the windows of these properties, as these view the proposal site from a minimum of 60m away, in the context of street lighting on Penistone Road.

The Site is not within a conservation area and there are no listed heritage assets within or in proximity to the PFS. The Council’s adopted policies map confirms that the Site is located within the Green Belt, and that Penistone Road forms part of the Local Strategic Highway Network.

The Site is in a location where advertising of this type would typically be found and demonstrated by the numerous other smaller advertising displays and signage located within the PFS.

In accordance with the categorisations set out in the newly published ILP Guide PLG 05/23, the proposal would be classified as within Environmental Zone 3 (suburban).



Figure 1 - Image of the site as existing (Google Street View, August 2024)

Planning Policy

The legislative framework for the control of advertisements is contained within The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the “Regulations”). Regulation 3 states that advertising should be controlled in the interest of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, in addition to any other relevant factors.

The National Planning Policy Framework 2024 (NPPF) sets out the government's planning policies for England and how these are expected to be applied. In accordance with Paragraph 141 of the National Planning Policy Framework (NPPF) advertisements should be subject to control only in the interests of amenity and public safety, taking into account cumulative impacts. As described in the National Planning Practice Guidance (NPPG) the regime is a “lighter touch” than the system for obtaining planning permission for development. The NPPG also clarifies that a local plan does not have to contain advertisement policies and that if such policies are considered necessary to protect the unique character of a particular area, these should be evidence-based.

The development plan for the area consists of the Barnsley Local Plan (2019) which does not contain any specific policy requirements relating to proposals for advertisements, with guidance relating to such proposals contained within the Advertisements Supplementary Planning Document (2019). This sets out that proposals for advertisements will be determined by considering their impact upon:

- The appearance of the site or building upon which it is displayed and upon the visual character of the area.
- The safety of pedestrians and vehicles.

Planning Considerations

The proposed location is considered to be appropriate in principle for a D6 small format advertisement display and in line with planning regulations, the impact of the proposal has been considered in amenity and public safety terms and are addressed in turn below:

Amenity

The Site is a Petrol Filling Station (PFS), situated on a busy road which is considered to be an appropriate location in principle for digital advertising. The advertisement would be viewed within the context of the petrol station, and the scale of the large existing canopy and as such would not appear out of scale with its immediate

environment. It would not appear out of place and will sit positively within the surrounding area and the existing character, located directly adjacent to existing signage at the PFS.

The proposal being sought is of a temporary nature and the suitability of the Site has been assessed on the basis of the current environment. The proposal would not be detrimental in either an immediate or wider sense and would be appropriately located.

The panel has been positioned so as to minimise any impacts on the surrounding area directly facing the petrol forecourt. There is existing advertising and illuminated and non-illuminated signage on the Site, some of which will be removed as part of the proposal, de-cluttering the Site.

In terms of the impact on the Green Belt, the proposed sign would be seen in context with the PFS and the surrounding services and is not an obtrusive design. Due to this, the proposed sign would not have a significant adverse impact on the openness of the Green Belt. It is considered the sign would not appear out of character given it is sited within the service station area, and having considered the siting, design, detailing, size and scale are therefore considered appropriate development in the Green Belt.

By virtue of its immediate commercial character, the Site is considered to be located within a suburban area in which a brightness level of 300cd/sqm is considered acceptable during night time. The nearest residential properties within view of the Site are the detached properties located on the south side of Penistone Road. It is not expected that there will be any impact of the illumination of the proposed display upon the windows of these properties, as these view the proposal site from a minimum of 60m away, in the context of street lighting on Penistone Road.

The Site is not within a conservation area and there are no listed heritage assets within or in proximity to the PFS.

The proposed panel will upgrade and modernise the Site in line with the long term aspirations to modernise the MFG PFS estate to meet customer requirements. It will add value to the wider regeneration and sit comfortably within the existing site and wider surrounding area.

Public Safety

Despite Penistone Road forming part of the Local Strategic Highway Network, the Site itself is in an uncomplicated location which drivers should be able to navigate with ease. In addition to PFS users, the sign will be viewed by vehicles travelling west on Penistone Road. The road is single carriageway and relatively straight. The cognitive demand on road users at this point is low as there are no unusual highway complexities which would require extra care to be taken. As such, drivers would be entirely capable of glancing at advertisements whilst maintaining stopping distances and an awareness of surrounding traffic movements.

Although the sign will attract attention, as all signs are designed to do, it is not considered that the proposed display are so unusual or the road characteristics so complicated that advertisements in this location would cause a public safety concern. The positioning of the display means that it will focus on users of the PFS rather than wider road users. Regardless, the proposed panel would incorporate illumination levels which align with the ILP's Guidance and this intensity is considered wholly acceptable for the location. Further, the proposal will remove the amount of signage within the PFS, thus reducing the potential for distraction.

Furthermore, according to crashmap.co.uk there has only been one serious accident in the vicinity of the Site in the past 5 years, indicating a safe stretch of road.

The panel would be viewed within the context of its surroundings which is considered to be an acceptable location for advertising in highway terms.

Conclusion

The proposal seeks to erect a D6 small format digital advertising panel at the Site which is considered to be an appropriate location for advertising in principle and will contribute to the wider modernisation of the sites which sit within the MFG portfolio. The size and scale of the D6 small format advertisement display is de-minimis in the context of the PFS. PFS sites are an appropriate location in principle for this form of advertising and the positioning and operational controls have been carefully considered to ensure that the proposed 6-sheet digital advertising displays fit in appropriately to the Site and the wider surrounding area and will have a negligible impact on public safety.

The proposed conditions to control the operation of the advertisement including the luminance of the digital display will ensure that there is no adverse impact on visual or residential amenity or public safety in accordance with the Advertisements Supplementary Planning Document (2019).

For these reasons and the positive benefits set out, it is not considered that the proposal would have any detrimental impact on amenity or public safety and as such should be capable of being granted consent subject to appropriate conditions to control the operation of the advertisement.

Application Submission

In order to complete the application, please find attached the following documentation:

- Completed application forms
- Letter Statement (this letter);
- Architectural drawings including;
 - 25772/PA/01 Site Location Plan
 - 25772/PA/02 Existing Site Plan
 - 25772/PA/03 Proposed Site Plan (1:500)
 - 25772/PA/04 Proposed Site Plan (1:200)
 - 25772/PA/05 Existing and Proposed Elevations
 - 25772/PA/06 Specifications
 - 25772/PA/07 Existing and Proposed CGIs

I trust that the above is clear and we look forward to receiving notification that the application has been registered in due course. Should you have any queries in relation to any of the attached information, please do not hesitate to contact me.

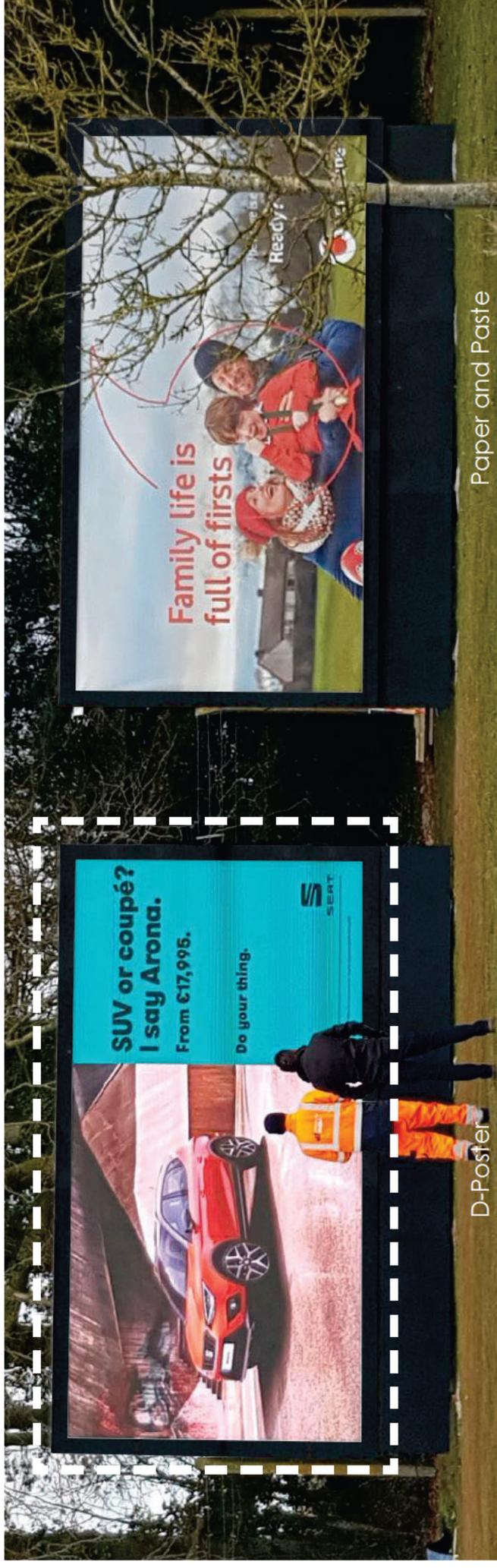
Yours faithfully


Ralph Elliott
Senior Planner
For and on behalf of Carter Jonas LLP



APPENDIX 1 - D-POSTER EXAMPLE

D-POSTER



D-Poster

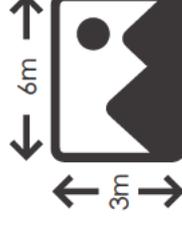
Paper and Paste



High resolution LED display



Dimmable to 55 cd/m²
Embedded ambient light sensors to control brightness



Sized to match existing poster panels

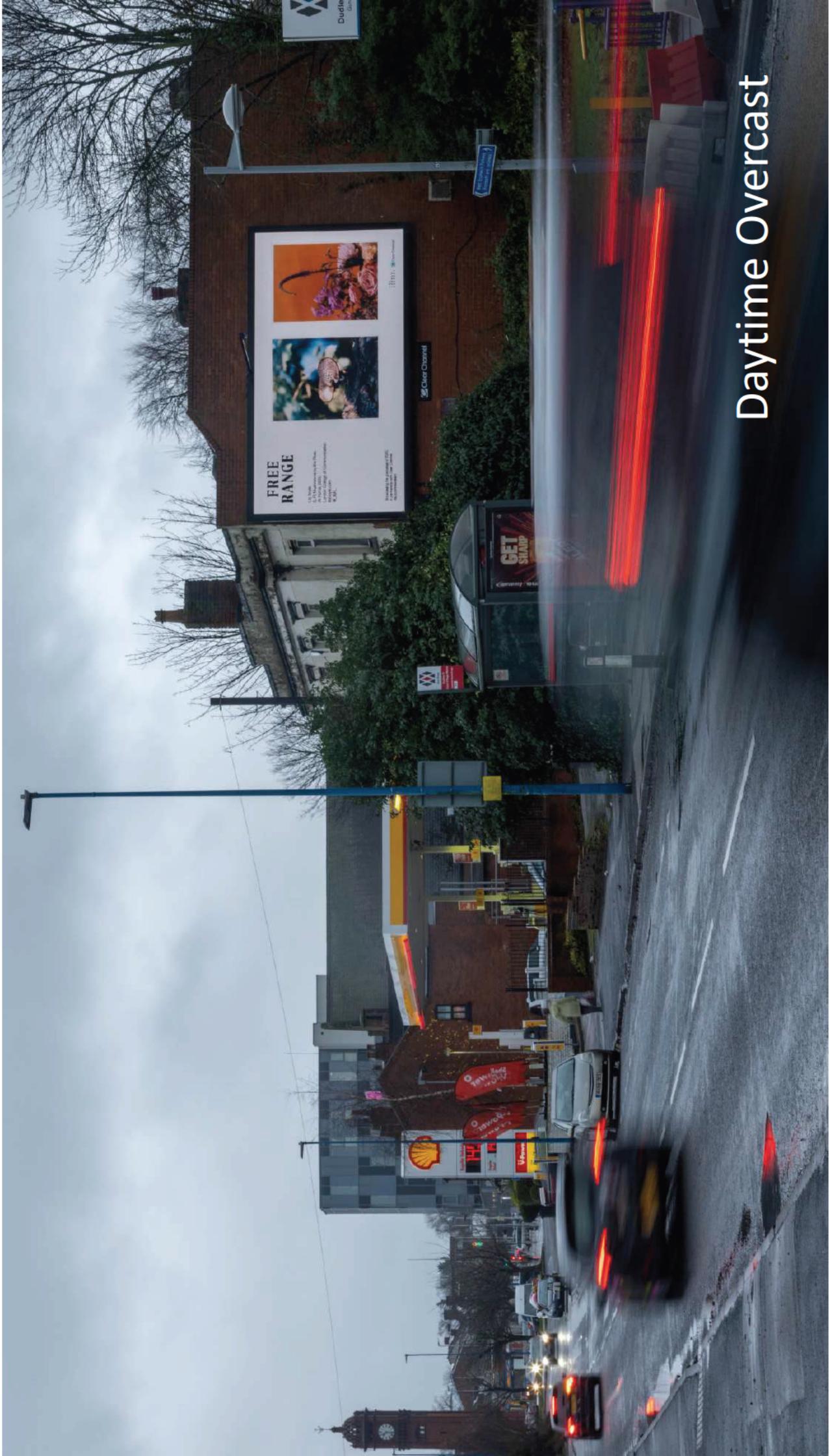


Reduced depth of 60mm compared to traditional digital panel (300-600mm)

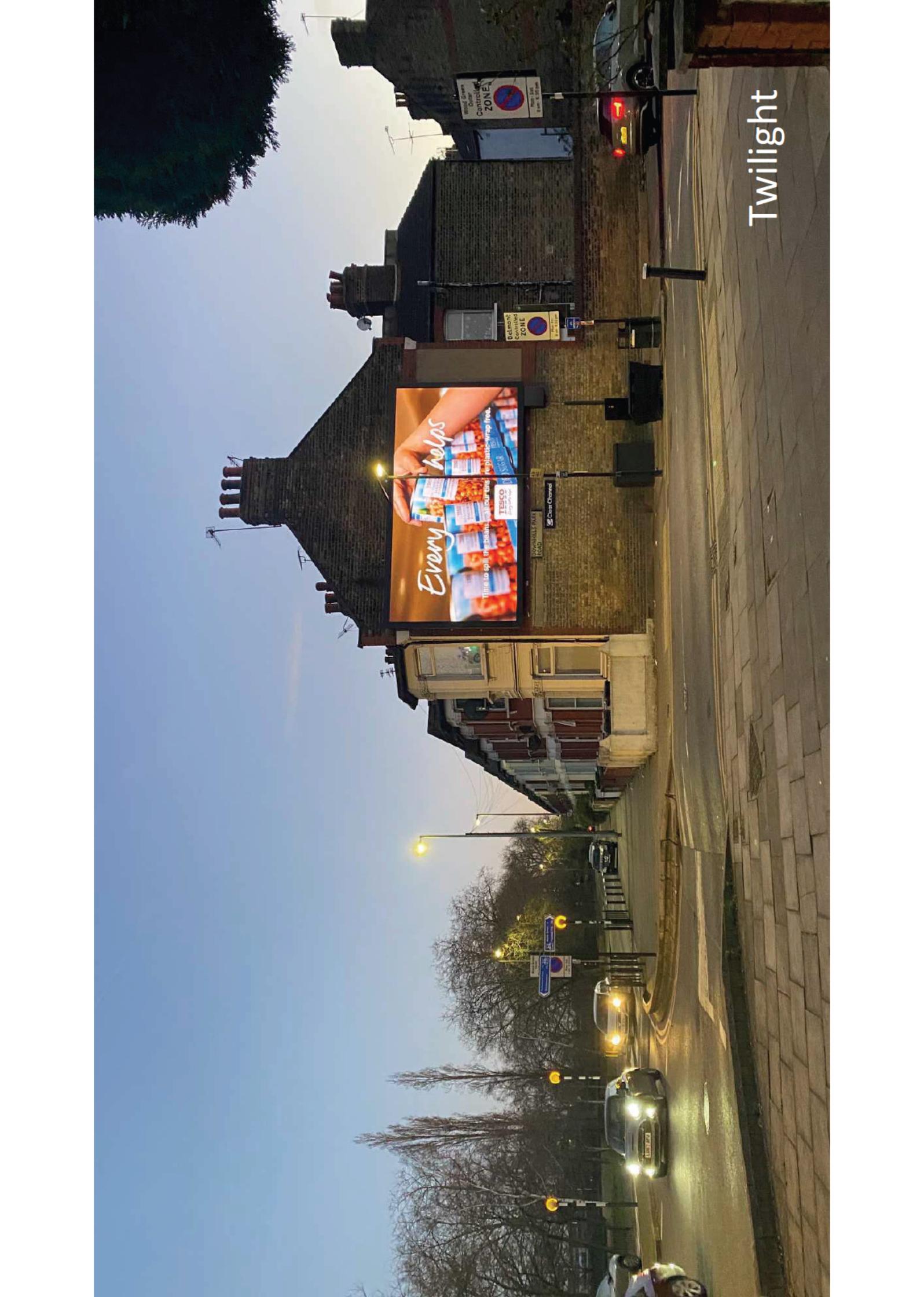
APPENDIX 2 - EXAMPLE SITES OPERATING IN ACCORDANCE WITH ILP GUIDANCE DURING DIFFERENT TIMES OF THE DAY



Daytime Clear Skies



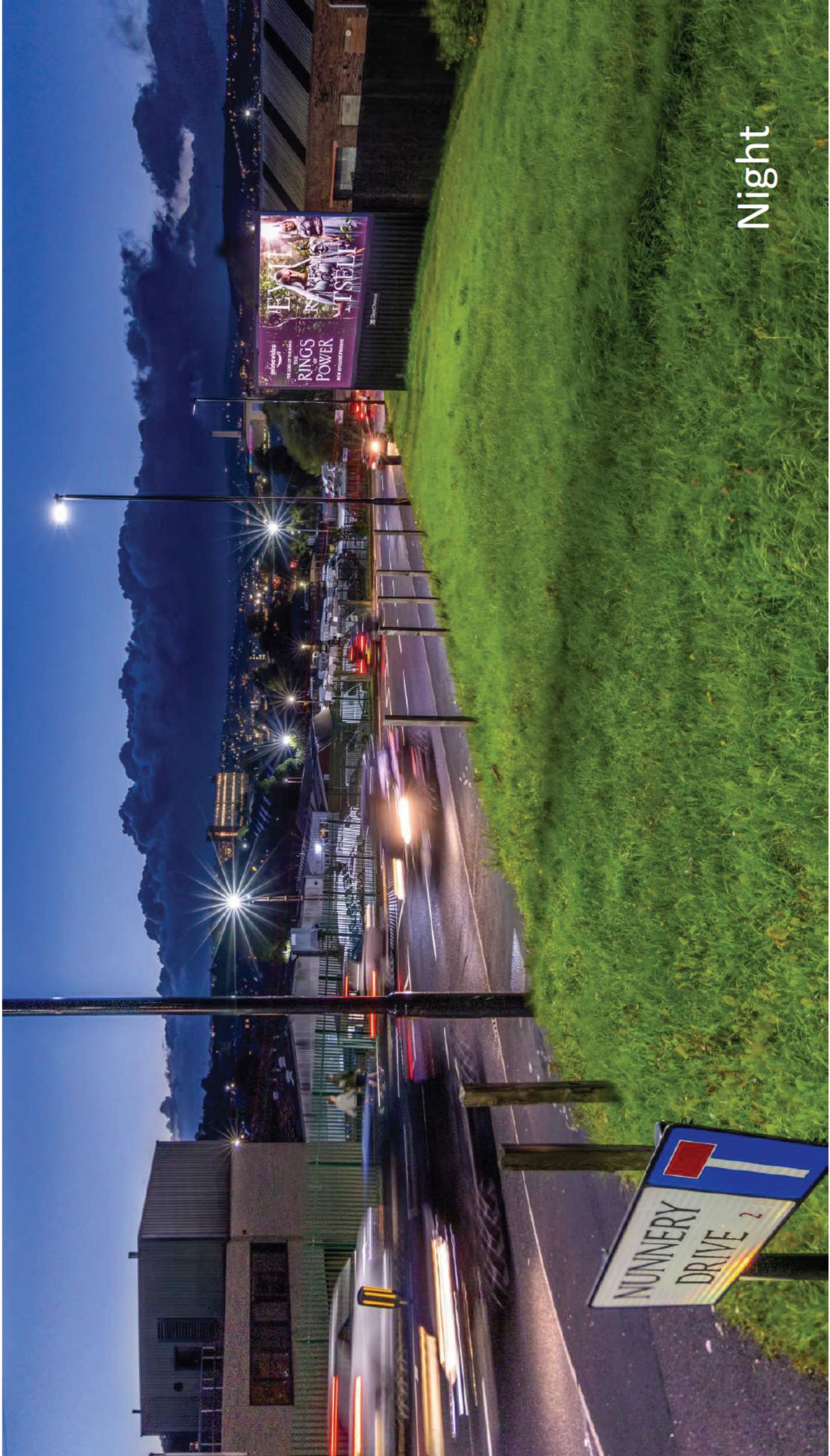
Daytime Overcast



Twilight



Dusk



Night

Appendix 3 - Model Conditions

The following model conditions are as set out in Appendix 1 of the Institute of Lighting Professionals (ILP) Technical Note 5 “The Brightness of Illuminated Advertisements including Digital Displays” (PLG05/23).

The model conditions include the standard conditions set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 [The Regulations].

The first condition relates to the standard time period of a consent, which unless otherwise specified should be five years, as set out on Part 3 of The Regulations. Please note, following the expiry of the time period an application would benefit from Deemed consent under Class 14 Schedule 3 of the Regulations. As set out in National Planning Practice Guidance (NPPG), conditions cannot be used to prevent the operation of Class 14 unless supported by specific and relevant planning considerations.

The second condition seeks to ensure that the application is implemented in accordance with the approved plans and application documents.

Conditions 3 to 7 represent the five “standard conditions” attached to all applications for advertisement consent, set out in Schedule 2 of the Regulations.

Conditions 8 to 13 are commonly applied to digital consents and have been standardised by ILP with reference to the updated guidance document.

These conditions can be adapted to suite the application proposal, with additional conditions added where they pass the standard tests set out in the National Planning Policy Framework (NPPF).

Time Period

1. The consent now granted is limited to a period of five years from the date hereof.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Application Documents

2. The development shall be undertaken in strict accordance with the approved documents for this Advertisement Consent which comprise:

- 25772/PA/01 Site Location Plan
- 25772/PA/02 Existing Site Plan
- 25772/PA/03 Proposed Site Plan (1:500)
- 25772/PA/04 Proposed Site Plan (1:200)
- 25772/PA/05 Existing and Proposed Elevations
- 25772/PA/06 Specifications
- 25772/PA/07 Existing and Proposed CGIs

Reason: To define the permission and for the avoidance of doubt and in the interest of

proper planning procedures.

Standard Conditions

3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

6. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

7. No advertisement shall be sited or displayed so as to:

- a) Endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military).
- b) Obscure, or hinder the ready interpretation of, any traffic sign, railway signal, or aid to navigation by water or air.
- c) Hinder the operation of any device used for the purpose of security, or surveillance, or for measuring the speed of any vehicle.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Digital consents

8. There shall be no moving images, animation, video or full motion images displayed unless otherwise permitted by this consent.

Reason: In the interests of amenity and in order to retain effective planning control.

9. In the hours of darkness, the advertisement display luminance shall be no greater than 300cd/m² in accordance with the recommended maximum night time luminance value set out for Environmental Zone 3 in Table 10.4 within the Institution of Lighting

Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m².

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

10. In daylight hours, the advertisement display luminance shall be controlled in order to reflect ambient light conditions (to ensure it is neither too bright or too dull), and shall at all times be no greater than the recommended maximum daytime luminance values set out in Table 10.5 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m².

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

11. Unless otherwise permitted, the minimum display time for each advertisement shall be 10 seconds and the advertisement shall not include any features which would result in interactive messages / advertisements being displayed.

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

12. The interval between successive advertisements shall be no greater than 1 second and the complete display shall change without effect. The display to include a mechanism to default to a blank or black screen in the event of malfunction, or if the advertisement is not in use.

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

13. No images displayed shall resemble official road traffic signs, traffic lights or traffic matrix signs.

Reason: In the interests of amenity and in order to retain effective planning control.

Appendix 4**Application for Advertisement Consent: Proposal Factsheet**

URN: FS945

Site Name: Penistone Road, Sheffield, S35 4JB

Planning Portal Reference: PP-14285037

| | |
|---------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Advertising Type | Digital |
| Size of Advertisement (HxWxD) | 1.23m(w) x 2.4m(h) x 0.22m(d) |
| Number of Panel | 1 |
| Max Daytime Illumination <i>(to be adjusted based on application)</i> | Up to 5,000 cd/sqm (Brightness will vary during daylight hours based on ambient brightness (ie brighter on a cloudless summers day than overcast winters day) |
| Max Night-time Illumination <i>(to be adjusted based on application)</i> | 300cd/sqm |
| Notes | Brightness adjusted by a light sensor backed by a light table |