

Application reference number	2025/0557
-------------------------------------	-----------

Application Type	Advertisement Consent
-------------------------	-----------------------

Proposal Description:	Installation of 2no wall mounted and 1no ground mounted signage to main entrance
Location:	Eastgate House, 9 Eastgate, Barnsley, S70 2EX

Applicant	Mr Paul Langton
------------------	-----------------

Number of Third Party Reps	None	Parish:	N/A
		Ward:	Central

SUMMARY

The application seeks advertisement consent for the display of two wall mounted signs, one ground mounted sign at the main entrance off Eastgate, and graphics on the windows next to the main front entrance doors. The application indicates that none of the signs will be illuminated.

The signs replace existing signs and are of similar size and appearance.

The ground mounted sign is located within the forecourt at the main Eastgate entrance and will not infringe the highway/footway.

All the signs feature the corporate colours of Barnsley College, that is white background with red and black text.

Advertisements are acceptable in principle if the design and illumination is appropriate in scale and in keeping with the building on which it is displayed and local character; wouldn't cause any unreasonable light or other pollution; and wouldn't harm public safety and in particular the safety of pedestrian and vehicle users of the highway.

The proposal would have no adverse impact on visual amenity or highway safety and is considered acceptable in policy terms.

Recommendation: **Approved subject to conditions**

Site Description

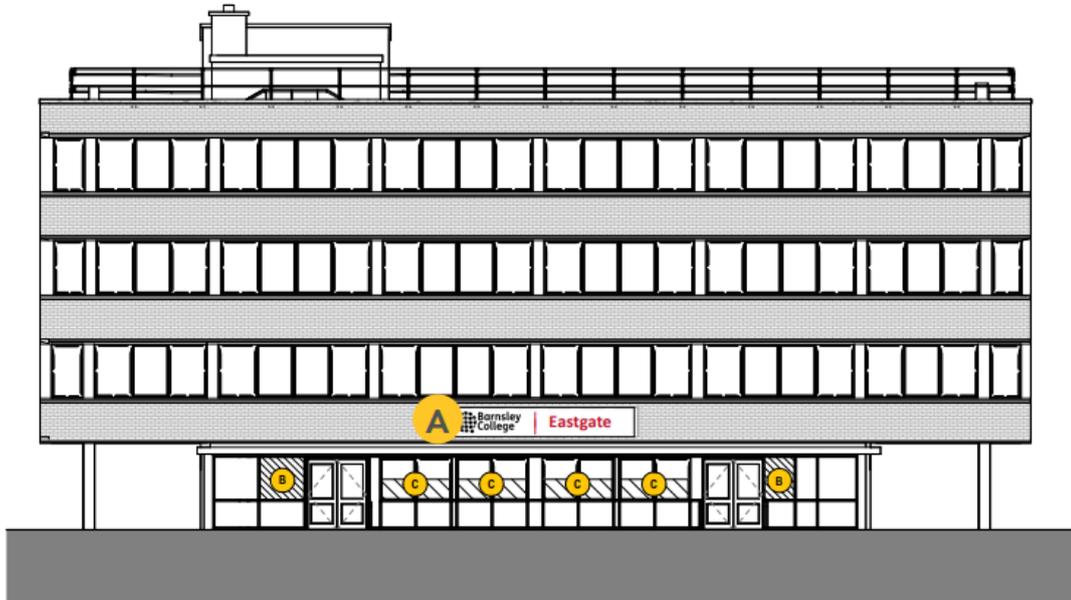
The application site is a late 20th century, four storey, brick built and flat roofed college building. It fronts on to Eastgate and is readily visible from County Way car park and County Way itself.

The site is located within the Courthouse Campus District of Barnsley Town Centre, as designated in Barnsley Local Plan, and partly within the Regent Street/Church Street/Market Hill Conservation Area.

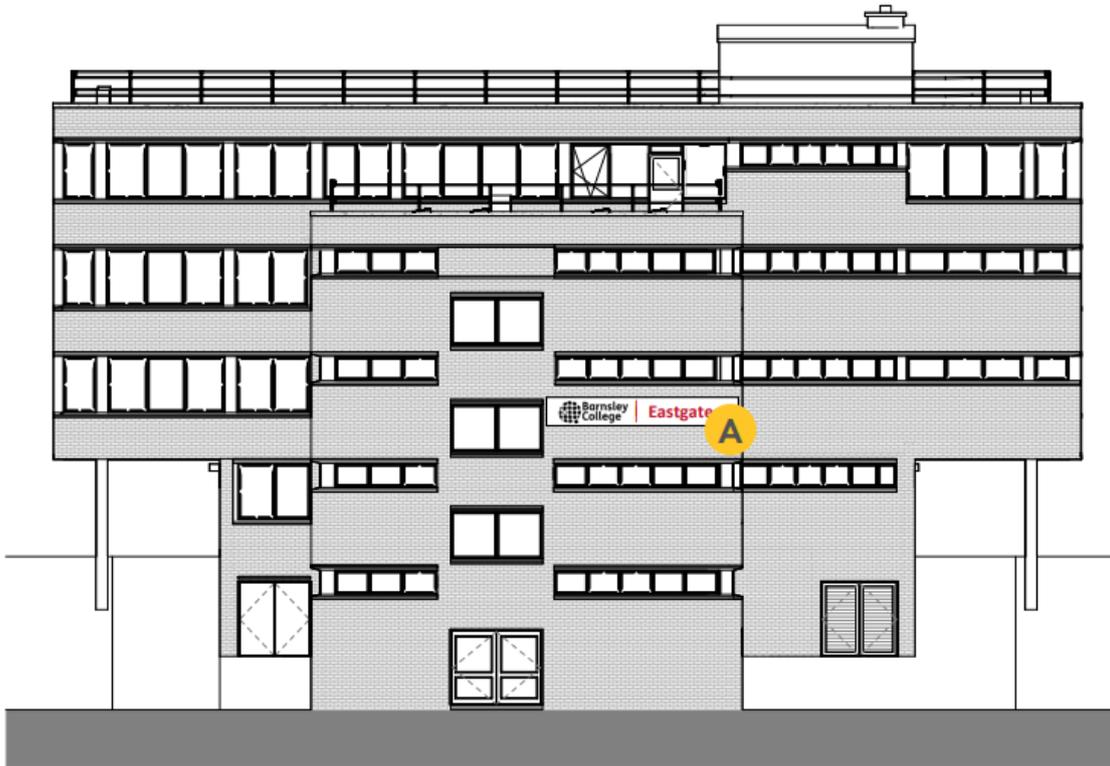
Proposal

The application is supported by a statement which sets out that the main front elevation signs will include a fascia sign above the ground floor windows and window graphics either side of the main entrance doors on the main Eastgate elevation and a Totem sign in the forecourt to the Eastgate entrance. A further sign is proposed above the first floor windows on the rear, east, elevation.

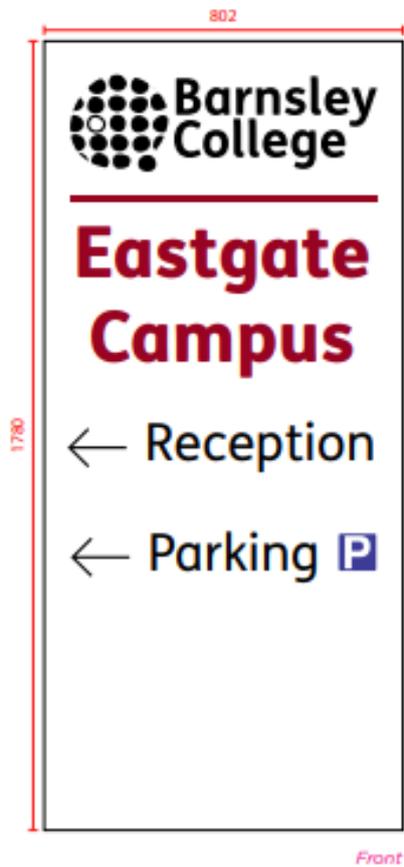
Proposed Eastgate elevation



Proposed rear/east elevation



Proposed totem sign



Relevant Site History

<i>Application Reference</i>	<i>Application description</i>	<i>Status</i>
2023/0582	3 no. temporary single storey modular teaching blocks, perimeter fencing and generator	Approved for a temporary period
2021/1009	Erection of temporary extension to provide kitchen facilities in connection with new school occupation, new 2.4m high perimeter and 3m high internal fencing and removal of short section of retaining wall and railing within site to facilitate means of escape	Approved for a temporary period
B/97/0673/BA	Erection of building for temp. social accommodation for students, disabled access and car park space	Historic
Other historic applications between 1976 and relating to the former DHSS use and latter education use of the building		

Policy Context

Decisions on applications for advertisement consent are not determined under the S38/6 presumption in favour of the development plan. However, development plan policies are a material consideration, and will inform consideration of the two principal issues of public safety and amenity

The Local Plan was adopted in January 2019 and is accompanied by seven masterplan frameworks which apply to the largest site allocations (housing, employment, and mixed-use sites). In addition, the Council has adopted a series of Supplementary Planning Documents and Neighbourhood Plans which provide supporting guidance and specific local policies which are a material consideration in the decision-making process.

The Local Plan review was approved at the full Council meeting held 24th November 2022. The review determined that the Local Plan remains fit for purpose and is adequately delivering its objectives. This means, no updates to the Local Plan, in whole or in part, are to be carried out ahead of a further review. The next review is due to take place in 2027, or earlier, if circumstances require it.

Local Plan

The site is identified as being within Barnsley Town Centre and the district of Courthouse Campus within the Local Plan and as such the following policies are considered to be relevant to this application:

Policy GD1: General Development
 Policy T4: New Development and Transport Safety
 Policy D1: High Quality Design and Place Making
 Policy Poll 1: Pollution Control and Protection

Adopted Supplementary Planning Documents relevant to this application:

Advertisements

NPPF

The National Planning Policy Framework sets out the Government's planning policies for England and how these are expected to be applied. At the heart is a presumption in favour of sustainable development. Development proposals that accord with the development plan should be approved unless material considerations indicate otherwise. NPPF policy of relevance to this application is set out in Section 12 which includes policy setting out the governments approach to achieving well-designed places and includes:

Paragraph 141 – The quality and character of places can suffer when advertisements are poorly sited and designed and advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Representations

The application was publicised by means of a site notice was placed nearby.

No representations were received.

Assessment

The main issues for consideration are as follows:

- The principle of the display of the signage
- The impact on the character of the area
- The impact on highway safety

For the purposes of considering the balance in this application the following planning weight is referred to in this report using the following scale:

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

Principle of the display of signage

Advertisements are acceptable where they would not be harmful to amenity, by virtue of size, position, location or proliferation and level of illumination; and where the proposal would not be prejudicial to public safety.

Visual amenity

The signs are considered appropriate in design and scale to the building and it's setting and reflect the size and siting of the existing signs on the building. It is concluded that the proposal is acceptable in terms of its impact on visual amenity and is in compliance with Local Plan Policies GD1, D1 and the Advertisements SPD and this weighs significantly in favour of the proposal.

Highway Safety

The signs are not considered to be harmful to highway safety as they do not feature illumination and the totem sign is sited clear of the footway. It is concluded that the proposal

is acceptable in terms of its impact on highway safety and is in compliance with Local Plan Policy T4 and this weighs significantly in favour of the proposal.

PLANNING BALANCE & CONCLUSION

For the reasons given above the proposal complies with the relevant local and national planning policies and guidance. The positive aspects of the proposal outlined above are not outweighed by any other material planning considerations. As such, advertisement consent is recommended subject to the necessary conditions relating to the approved plans and to ensure that the illumination is limited as approved and is not intermittent or flashing

RECOMMENDATION: Approve subject to conditions.

1. The advertisements hereby permitted shall be displayed strictly in accordance with the plans and specifications as approved:
Amended proposed site plan drawing number EAR-SEV-ZZ-ZZ-DR-A-00528-P02
Amended proposed building axonometric NW drawing number EAR-SEV-ZZ-ZZ-DR-A-00131-P02
Amended proposed building axonometric SE drawing number EAR-SEV-ZZ-ZZ-DR-A-00132-P02
Amended Proposed Signage Elevations (1 of 2) drawing number EAR-SEV-ZZ-ZZ-DR-A-00526-P02
Amended Proposed Signage Elevations (2 of 2) drawing number EAR-SEV-ZZ-ZZ-DR-A-00527-P02
External Signs project number JS92802
Location plan drawing number EAR-SEV-ZZ-ZZ-DR-A-00524-P01
Existing signage elevations (1 of 2) drawing number EAR-SEV-ZZ-ZZ-DR-A-00525-P01
Existing Signage Elevations (2 of 2) drawing number EAR-SEV-ZZ-ZZ-DR-A-00528-P01

Reason: In the interests of the visual amenities of the locality and in accordance with Local Plan Policy D1 High Quality Design and Place Making

STATEMENT OF COMPLIANCE WITH ARTICLE 35 OF THE TOWN AND COUNTRY DEVELOPMENT MANAGEMENT PROCEDURE ORDER 2015

The above objections, consideration and resulting recommendation have had due regard to Article 8 and Article 1 of the First Protocol of the European Convention for Human Rights Act 1998. The recommendation will not interfere with the applicant's and/or objector's right to respect for his private and family life, his home and his correspondence.

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