

<b>Application Reference Number:</b>	2025/0525		
<b>Application Type:</b>	Advertisement Consent.		
<b>Proposal Description:</b>	Erection of 1no face lit illuminated sign.		
<b>Location:</b>	Barnsley District General Hospital, Gawber Road, Old Town, Barnsley, S75 2EP.		
<b>Applicant:</b>	Mr Andrew Witcomb (Barnsley District General Hospital).		
<b>Third-party representations:</b>	None.	<b>Parish:</b>	
		<b>Ward:</b>	Old Town.

**Summary:**

The applicant is seeking advertisement consent for the installation of face-lit external fascia signage in white acrylic fixed to external cladding with a proposed maximum illuminance level of 2937cd/m<sup>2</sup>.

The site falls within urban fabric as allocated by the adopted Local Plan. Development comprising the erection of signage is considered acceptable in principle if it would be appropriate in scale and respectful of local character. 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.

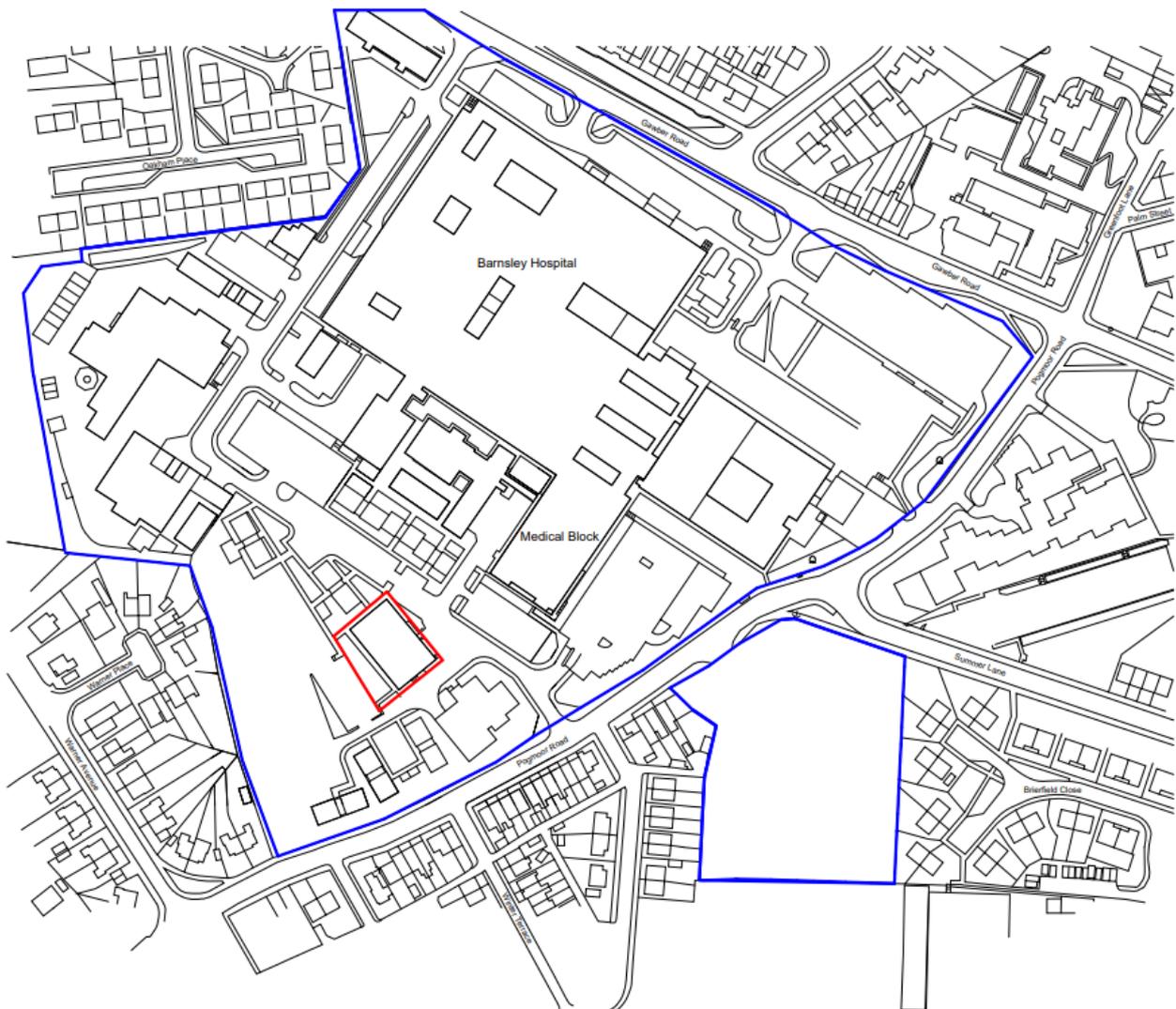
The proposal would have no adverse impact on highway safety, residential or visual amenity and is considered acceptable in policy terms. The proposal is therefore considered to be an acceptable and sustainable form of development in accordance with Section 2 of the National Planning Policy Framework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

Recommendation: **APPROVE subject to conditions.**

## Site Description

The development site is the Barnsley Hospital Education Centre which is located to the south-west of the wider Barnsley District General Hospital site. The hospital site itself is located on the outskirts of Barnsley Town Centre – approximately c.500m to the north-west of the Town Centre boundary and is in a mixed-use area with the Hospital buildings somewhat dominating the immediate skyline. There are two main entrances into the Hospital, from Gawber Road to the north, and from Pogmoor Road to the east and south. There are several associated car parks within the main boundary of the Hospital complex – as well as a car park on the opposite side (south) of Pogmoor Road which falls within the blue line boundary but is separated by Pogmoor Road. The hospital has been extensively expanded over the years.

The Barnsley Hospital Education Centre building itself is a two-storey, flat roofed detached building constructed of brick and concrete. The first floor is part recessed on the buildings' north-east facing elevation, and the building features existing light, grey-coloured cladding above its entrance and beside most windows on all elevations. The building is bounded by car parking on all sides with a small area of grass with trees to the north-west and south-east separating the building and the car parking to the south-west. Works are ongoing to implement the scheme approved under applications 2024/0896 and 2025/0332.



## Planning History

There are several planning applications associated with the development site. However, the most relevant applications are:

Application Reference	Description	Status
2024/0896	Erection of single storey extension to the rear of existing building, installation of replacement cladding to all elevations of existing building, and external painting of existing handrails, balustrades and pebbledash banding (Amended Description).	Approved.
2025/0332	Variation of conditions 2 (Approved Plans) and 6 (Materials) relating to 2024/0896: Erection of single storey extension to the rear of existing building, installation of replacement cladding to all elevations of existing building, and external painting of existing handrails, balustrades and pebbledash banding (Amended Description).	Approved.

## Proposed Development

The applicant is seeking advertisement consent for the installation of face-lit external fascia signage in white acrylic fixed to external cladding with a proposed maximum illuminance level of 2937cd/m<sup>2</sup>.

## Relevant Policies

### The Development Plan

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires development proposals to be determined in accordance with the development plan unless material considerations indicate otherwise. The Development Plan for Barnsley consists of the Barnsley Local Plan (adopted January 2019).

The Local Plan review was approved at a full Council meeting held 24th November 2022. The review determined that the Local Plan remains fit for purpose and is adequately delivering on 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, which is due to take place in 2027, or earlier, if circumstances require it.

The development site is allocated as urban fabric within the adopted Local Plan which has no specific allocation. The following Local Plan policies are relevant in this case:

- *Policy SD1: Presumption in favour of Sustainable Development.*
- *Policy D1: High quality design and place making.*
- *Policy GD1: General Development.*

- *Policy POLL1: Pollution Control and Protection.*
- *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 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.

Any neighbour sharing a boundary with the site has been sent written notification and the application has been advertised on the Council website. A site notice was also placed nearby, expiring 25<sup>th</sup> July 2025. No representations have been received.

Highways Development Control	<i>No objection.</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:

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

### Principle of Development

The development site falls within urban fabric as allocated by the adopted Local Plan. Development comprising the erection of signage is considered acceptable in principle if it would be appropriate in scale and respectful of local character. 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

The Education Centre is used in the training of Hospital staff and holds an on-site library with training literature and facilities which are made available to all staff, students on placement at the Trust, and volunteers. There are also lecture theatres, staff offices and training rooms. The application property is located within the wider Hospital campus and is set significantly away from the highway (Pogmoor Road). The southern boundary of the Hospital campus is aligned by mature trees. There are various directional and informative signs within the ground of the Hospital Campus, including existing fascia signs to some buildings.

This application should be viewed in conjunction with applications 2024/0896 and 2025/0332, which granted planning permission for an extension and other external alterations, including the installation of Zinc Yellow cladding to the building frontage. The approved development, once implemented, would modernise the external appearance of the existing building, and the proposed signage, under consideration, would be a complementary element that would be more sympathetic to new aesthetic. The proposed signage would not be an overtly prominent or dominant feature within the street scene of Pogmoor Road and therefore, its character would not be significantly altered or detracted from.

The proposed signage would adopt a relatively high maximum illuminance level of 2937cd/m<sup>2</sup>, but within the context of a well-lit Hospital campus, the proposal would not appear out of character.

Considering the above, this is considered to weigh significantly 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 would be installed on the building frontage of the Education Centre within an established well-lit Hospital Campus. It is acknowledged that the library within the Education Centre operates on a 24/7 basis and therefore, the proposal could affect the amenity of users of surrounding buildings should the signage be illuminated at maximum levels on the same basis. This was raised with the applicant, who following discussions, has agreed to a condition that limits the illumination of the signage between 08:00am – 21:00pm. This is welcome and is considered to maintain reasonable levels of amenity.

Considering the above, this is considered to weigh moderately 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

The proposed signage is not considered to be prejudicial to highway safety. Whilst the signage would adopt a relatively high maximum illuminance level, it would be erected within the context of a well-lit Hospital Campus. The stated illuminance level falls within the acceptable range as set out within the Institution of Lighting Professionals (ILP) guidance note PLG05. The ILP guidance note recommends maximum illuminance levels up to 6000 cd/m<sup>2</sup> in high ambient lighting areas, such as urban centres and commercial premises. Moreover, the signage would not face or be immediately adjacent to the public highway. Highways Development Control were consulted, and no objections were received.

Notwithstanding the above, it was suggested the applicant should consider reducing the illuminance level of the sign outside of daylight hours, particularly during the late evening and overnight period. The applicant has agreed to a condition that limits the illumination of the signage between 08:00am – 21:00pm.

Considering the above, this is considered to weigh modestly 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 provisions 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. However, discussions during the application process raised the issue of the proposed signage being always illuminated, and consequently, a condition was agreed to limit illumination to specific hours.

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.