

27th August 2025

Barnsley Metropolitan Borough Council
Place Directorate
Regeneration & Culture
Planning & Building Control
PO Box 634
Barnsley
S70 9GG

Barnsley Council Reference: GLAC
Wildstone Reference: 3107
Planning Portal Reference: PP-14193324

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Address: Land at Grange Lane, Stairfoot, Barnsley, S71 5AA

Proposal: Reposition 2no. paper and paste advertising displays to support Barnsley Council highway improvement works

Dear Sir/Madam,

At the request of Barnsley Council's Strategic Transport department, please find enclosed an application for express advertising consent submitted to Barnsley Council.

By means of express advertising consent, the proposal seeks to re-orientate two existing advertising displays which benefit from Class 14 deemed consent. It is proposed to change the angle of the existing displays from a parallel position relative to Grange Lane, to an angled position, whereby the displays face towards each other in a 'forecourt' format.

The Applicant

Barnsley Council's Strategic Transport department submits the application for express advertising consent on behalf of the site owners; Wildstone Investments (A) Limited, which is part of the Wildstone Group, an outdoor media infrastructure provider that owns and manages the land and equipment required for advertising.

The Proposal

The proposal concerns two 48-sheet paper and paste advertising displays which benefit from Class 14 deemed consent having been granted express consent in August 1989 under application reference: 89/1330/BA/AD. The displays measure 6m wide x 3m high x 0.1m deep and will be elevated 1.8m above ground level.

The existing displays currently lie in a parallel position to Grange Lane facing eastwards; it is proposed to alter the angle of the southern panel (P1) so that it faces north west, and the northern panel (P2) to face south east.

As part of the site's reconfiguration, the proposal incorporates landscaping, whereby the area of grass to the forefront and between the panels, will be seeded with wildflower to improve its appearance and naturalisation within the street scene and local environment (see drawings PA 02, PA 03).

At the point of the application submission, the timings, rate of progress, and the completion date for the highway improvement scheme have not been confirmed. The successful completion of the highway improvements works and ability to implement a grant of express consent may exceed the standard express consent period. The applicant therefore seeks a 10 year grant of express consent instead of the standard 5 year grant of express consent to ensure the proposal can be built out.

Conditions

All advertisements are subject to the five standard conditions set out in the Regulations. It is proposed that any grant of express advertising consent would comply with the five standard conditions which are also set out below for reference.

1. 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.
2. 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.
3. 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.
4. 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.
5. No advertisement shall be sited or displayed so as to:
 - a) Endanger persons using any highway, railway, waterway, dock, harbor 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 Conditions 1-5: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

The Site

The proposal site is located on a small section of land adjacent to the A633 Grange Lane, Stairfoot, Barnsley, S71 5AA. The site hosts two Class 14 deemed consent 48-sheet paper and paste advertising displays which face eastwards and lie parallel to the Grange Lane highway. To the north of the site lie residential terraces which are also in parallel and set back position relative to Grange Lane. To the east lies the Grange Lane highway which passes the site in north / south direction and highway verge with grassland beyond. To the south is a metal beam bridge which crosses Grange Lane. To the west and rear of the site lies an embankment with mature vegetation.



Figure 1: Site location adjacent to A633 Grange Lane and railway bridge.

The wider surroundings consist of an expansive highway network, rail network, and a mix of built form comprising commercial, industrial, and residential properties.

The proposal site is an established location for large format roadside advertising, having supported the presentation of paper and paste advertisements for over 35 years without issue or concern. The advertising site is familiar to drivers, cyclists, and pedestrians and is a longstanding and accepted feature of the street scene and highway environment.

The long term advertising history and acceptance of the site, indicates that the proposal to reorientate the existing displays is acceptable, and would not detract from the site location.

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.

Planning Considerations

The proposal for a new 10 year express consent to support the reorientation of the existing paper and paste advertising displays would not result in any material change to the circumstances of the immediate and surrounding area. In terms of amenity and public safety, there is no indication the proposed displays would be detrimental as detailed below.

Amenity

Concerning amenity, the proposal would not be detrimental in either an immediate or wider sense. It is not within a Conservation Area, attached or adjacent to a Listed building or within proximity of any local heritage assets. The long term history of the site, its acceptance as part of the street scene and highway environment, and the lack of any issues or complaints, establishes the site an appropriate location for the proposal in terms of amenity.

It is readily evident, that the proposal to reorientate the existing displays will have no material impact upon the character and appearance of the site and surrounding area; any perceived impacts from the proposal would be neutral. The proposal would continue to see the advertising displays integrated to the site and street scene.

Residential properties to the north would be unaffected by the proposal, with the closest advertising display (P2) orientated such that it would face away from properties, reducing any visibility of the site or advertisements. Overall visibility of the site would also be reduced, with only one advertisement visible from either direction of travel as opposed to both being visible due to the parallel positioning of the existing displays.

It is clear that in the context of the site's long term history and its accepted integration, the proposal to reorientate the existing displays would have no material impact upon amenity.

Public Safety

When assessing public safety, the key considerations are whether the location is appropriate (i.e. undemanding on the driver). As the principle of large format roadside advertising has already been established at this location, the Council need only consider whether the newly proposed position of the existing displays would cause distraction that would cause an unacceptable impact on highway safety.

The surrounding highway network (A633 Grange Lane) is straightforward and uncomplex, allowing highway users to view the proposal site without issue or concern. The highway is limited to 30mph, is straight, well lit, appropriately signed / marked, and has good forward visibility on approach and when passing the site location. There are no traffic signals, pedestrian crossings, or junctions within the site's immediate vicinity.

The proposal site layout as with the existing site layout will enable highway users to view advertisements from both directions of travel on Grange Lane. However, the proposal would only allow for one panel to be viewed at any given time, whereas currently, both panels can be seen by approaching drivers. The reduction in the number of advertising displays visible to highway users is considered to a positive benefit to driver and highway safety, reducing any potential for driver distraction.

Under these circumstances, it is determined the proposal to reposition and orientate the existing advertising displays which benefit from Class 14 deemed consent, would have a beneficial impact upon public safety. Consequently, the proposal would not give rise to any public safety issues that would prevent the granting of a new express advertising consent.

Conclusion

The proposal to reposition and orientate two existing 48-sheet paper paste advertising displays which benefit from Class 14 deemed consent (express consent 89/1330/BA/AD) on land adjacent to Grange Lane, would not detract from amenity of public safety.

The proposal is at the request of Barnsley Council's Strategic Transport department to enable highway improvement works to be undertaken at and surrounding the site location. In conjunction with the improvement works, the reduction in the number of advertising displays visible to approaching highway users (two to one) as a result of reorientating each display, would likely lead to an improvement to the highway environment and public safety surrounding the site location.

In terms of amenity, the proposal would have no material impact upon the site, immediate area, or wider surroundings. However, the reduction in visibility of advertising displays to oncoming highway users is considered to result in a minor positive impact. Under the new proposal, the existing advertising displays would remain and continue as longstanding features of the highway environment, which have been in position for over 35 years.

For these reasons and the positive benefits set out, it is considered that the application should be granted a 10 year express consent to support the implementation of the Council's highway improvement works at the site location.

Application Submission

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

- Completed application forms
- Letter Statement (this letter);
- Architectural drawings including;
 - 3107 PA 01 Site Location Plan
 - 3107 PA 02 Existing Site Plan
 - 3107 PA 03 Proposed Site Plan
 - 3107 PA 04 Existing and Proposed Elevations
 - 3107 PA 05 Existing and Proposed Elevations

Should you have any queries in relation to any of the attached information, please do not hesitate to contact me.

Yours faithfully,

JR

Jake Rowlands
Senior Project Manager

