

Application Type:	Advertisement Consent
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Proposal Description:	Erection of 2no. illuminated fascia signs and 1no. non-illuminated fascia sign.
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Location:	31 Schwabisch Gmund Way, Barnsley, S71 1DS
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Applicant:	Aura Brand Solutions
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Third-party representations:	None.	Parish:	None.
		Ward:	Central Ward

Summary:
<p>This application relates to proposed signage at the recently constructed Youth Zone development at Schwabisch Gmund Way. The signage consists of fascia signs reading 'Base71'.</p> <p>There are no outstanding consultee concerns.</p> <p>Recommendation: GRANT Advertisement Consent subject to conditions</p>

Site Description

This advertisement consent relates to the Youth Zone building at Schwabisch Gmund Way which has recently been constructed and is due to open in January 2026. Once operational the site will provide indoor and outdoor sports facilities as well as social spaces to be used by young people.

The building itself is finished in a mixture of black and red cladding with buff brick and glazing features. The site is located to the east of Barnsley travel interchange, close to the town centre.



Relevant Planning History

Application Reference	Application description	Status
2025/0644	Discharge of conditions 6 (Landscaping), 9 (BREEAM), 11 (Externally Mounted Plant) and 14 (Condition Survey) of planning application 2022/0434 : Hybrid planning application seeking a) full planning permission for the erection of a two storey Youth Zone building with floodlit kick pitch on the roof, roof top plant, service yard with bin store, minibus and blue badge parking and associated landscaping; and b) Outline permission for the erection of a club house café and the formation of an associated activity park (all matters reserved apart from means of access)	APPROVED – 29/10/2025
2025/0258	Discharge of conditions 3 (street furniture), 4 (skate park details), 5 (parkour area details), 6 (imaginative road layout details), 7 (boundary treatments), 8 (lighting and CCTV), 9 (off-site highway works), 10 (hard and soft landscaping), 11 (Yorkshire Water) and 12 (surface water outfall) relating to 2024/0475: Application for reserved matters relating to details pertaining layout, appearance, landscaping and scale of proposed activity park and associated buildings	APPROVED – 17/10/2025

	and infrastructure (relating to outline planning application 2022/0434)	
2025/0386	Discharge of conditions 30 (BEMP) & 31 (CEMP) of planning application 2022/0434 : Hybrid planning application seeking a) full planning permission for the erection of a two storey Youth Zone building with floodlit kick pitch on the roof, roof top plant, service yard with bin store, minibus and blue badge parking and associated landscaping; and b) Outline permission for the erection of a club house café and the formation of an associated activity park (all matters reserved apart from means of access)	APPROVED – 16/6/2025
2025/0257	Discharge of conditions 22 (Arboricultural details), 24 (Hard and soft landscaping) and 26 (Construction method statement) relating to 2022/0434: Hybrid planning application seeking a) full planning permission for the erection of a two storey Youth Zone building with floodlit kick pitch on the roof, roof top plant, service yard with bin store, minibus and blue badge parking and associated landscaping; and b) Outline permission for the erection of a club house café and the formation of an associated activity park (all matters reserved apart from means of access)	APPROVED – 17/7/2025
2024/0475	Application for reserved matters relating to details pertaining layout, appearance, landscaping and scale of proposed activity park and associated buildings and infrastructure (relating to outline planning application 2022/0434)	APPROVED – 12/3/2025
2024/0203	Details of conditions 3 (External Materials), 4 (High Speed Broadband), 7 (Drainage Details), 12 and 13 (Off-site Highways Works), 14 (Condition Survey), 16 (Trees), 24 (Hard and Soft Landscaping), 25 (Landscape Management Plan), 26 (Construction Method Statement), 30 (BEMP) and 31 (BCEMP) in relation to planning application 2022/0434 (Hybrid planning application seeking a) full planning permission for the erection of a two storey Youth Zone building with floodlit kick pitch on the roof, roof top plant, service yard with bin store, minibus and blue badge parking and associated landscaping; and b) Outline permission for the erection of a club house café and the formation of an associated activity park (all matters reserved apart from means of access)).	APPROVED – 7/2/2025
2022/0434	Hybrid planning application seeking a) full planning permission for the erection of a two storey Youth Zone building with floodlit kick pitch on the roof, roof top plant, service yard with bin store, minibus and blue badge parking and associated landscaping; and b) Outline	GRANTED – 1/3/2023

	permission for the erection of a club house café and the formation of an associated activity park (all matters reserved apart from means of access)	
2010/1431	Retail Development. Extension of time limit for implementing outline permission (B/05/1339/BA) with reserved matters (2008/1564).	GRANTED – 10/2/2011
2009/0297	Formation of alternative vehicular and pedestrian access onto Harborough Hill Road.	REFUSE – 28/4/2009
2008/1564	Retail Development (Reserved Matters)	GRANTED – 17/12/2008
B/05/1339/BA	Redevelopment of existing site comprising retail, associated car parking, landscaping works and new access.	GRANTED – 17/10/2005
B/01/0246/BA	Construction of 3 Non-Food Retail Units, 2 Retail Units (Class A1), and associated car parking, servicing and landscaping.	WITHDRAWN

Proposed Development

The applicant is seeking approval for the erection 3x fascia signs to be displayed on the Youth Zone building. The three signs are similar in design, reading 'Base71' in red and white text on a black background and with a green feature. However, the signs slightly vary in size, with 1x smaller sign and 2x larger signs.

The smaller sign will be 2.6m in width and 1.5m in height and be internally illuminated with a maximum illuminance level of 400 cd/m².

The larger signs will 3.3m in width and 2m in height, with the sign on the east facing elevation (towards the activity park) to be illuminated with a maximum illuminance level of 400 cd/m². Both the illuminated signs will be a static illumination.



Policy Context

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires planning decisions to be made in accordance with the development plan unless material considerations indicate otherwise. The Local Plan was adopted in January 2019 and is also now 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 and 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.

Allocation/Designations

The site is located in the Eastern Gateway part of the Town Centre and is the subject of site specific Local Plan Policies PTC23: Eastern Gateway and BTC24: Development Site 4 – Land between the Transport Interchange and Harborough Hill Road as defined in the adopted Local Plan.

The site is in a high-risk development area as defined in the Mining Remediation Authority mapping.

Barnsley Local Plan

The following Local Plan policies are relevant:

- 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 (December 2024)

The NPPF sets out the Government's planning policies and how these are expected to be applied. The core of this is a presumption in favour of sustainable development. Proposals that align with the Local Plan should be approved unless material considerations indicate otherwise. In respect of this application, relevant sections include:

- Section 12: Achieving well-designed places.

Paragraph 141 states *'The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.'*

Supplementary Planning Document(s)

The Council have adopted SPDs to provide further guidance about the implementation of specific planning policies in the Local Plan. The adopted SPDs should be treated as material considerations in decision-making and are afforded full weight. The following SPDs are relevant to this proposal:

- Advertisements (Adopted May 2019).

- Shop front designs (Adopted May 2019).

Consultations

Local Ward Cllrs – No response.

Highways DC – The proposed signs are not expected to distract road users, no objection.

Pollution Control – No response.

Urban Design Officer – No objection.

Representations

Neighbour notification letters were sent to surrounding buildings. No representations were received during the consultation period (expired: 3/12/2025).

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 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 unacceptably affect or cause nuisance to the natural and built environment or to people.

Visual and Adjoining Amenity

The proposed fascia signs would be erected on the recently constructed building at a height of 6m and would be mounted flush to the exterior elevations. The three signs differ slightly in terms of size, but each replicate the same text/logo. The sign itself has a modern and bright appearance which reflects the character of the Youth Zone development. The Urban Design Officer has reviewed the proposal and confirms that the proposed colours and illumination level would positively contribute towards the appearance of the wider development.

Residential dwellings are located to the north of the Youth Zone site. In terms of amenity, the erection of the fascia signs is not expected to cause harmful disturbance by virtue of illumination. Only 2 of the 3 signs will be illuminated, with the illuminance level well below the recommended maximum levels. No neighbour representations have been received in response to the application publicity.

Overall the position, scale and design of the proposed signs is acceptable and accords with the requirements of Local plan Policy D1: High Quality Design and Placemaking. The proposal also

achieves the requirements of Local Plan Policy GD1: General Development and Local Plan Policy POLL1: Pollution Control and Protection in terms of amenity, which therefore weighs significantly in favour of the application.

Highway Safety

Illumination would be limited to 2 of the 3 fascia signs, with a maximum illuminance level of 400 cd/m². The Highways DC Officer has reviewed the proposal and confirms that the lack of outward projection means that the signs would not interfere with any vehicular or pedestrian sight lines/visibility.

Given the height of the signs along with the low luminance levels, it is considered that the signs would not be a distraction to road users. The proposals are therefore accord with the requirements of Local Plan Policy T4: New Development and Transport Safety. This weighs moderately in favour of the proposal.

Planning Balance and Conclusion

For the reasons given above, and taking all other matters into consideration, the proposal constitutes acceptable development in respect of highway safety and visual amenity and would comply with national and local planning policies and guidance.

Recommendation – GRANT Advertisement Consent

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 the 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 objections, 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.