

2025/0767

Wildstone Estates Ltd

Jet Garage, Sheffield Road, Wortley

Installation of a digital advertising board.

Site Description

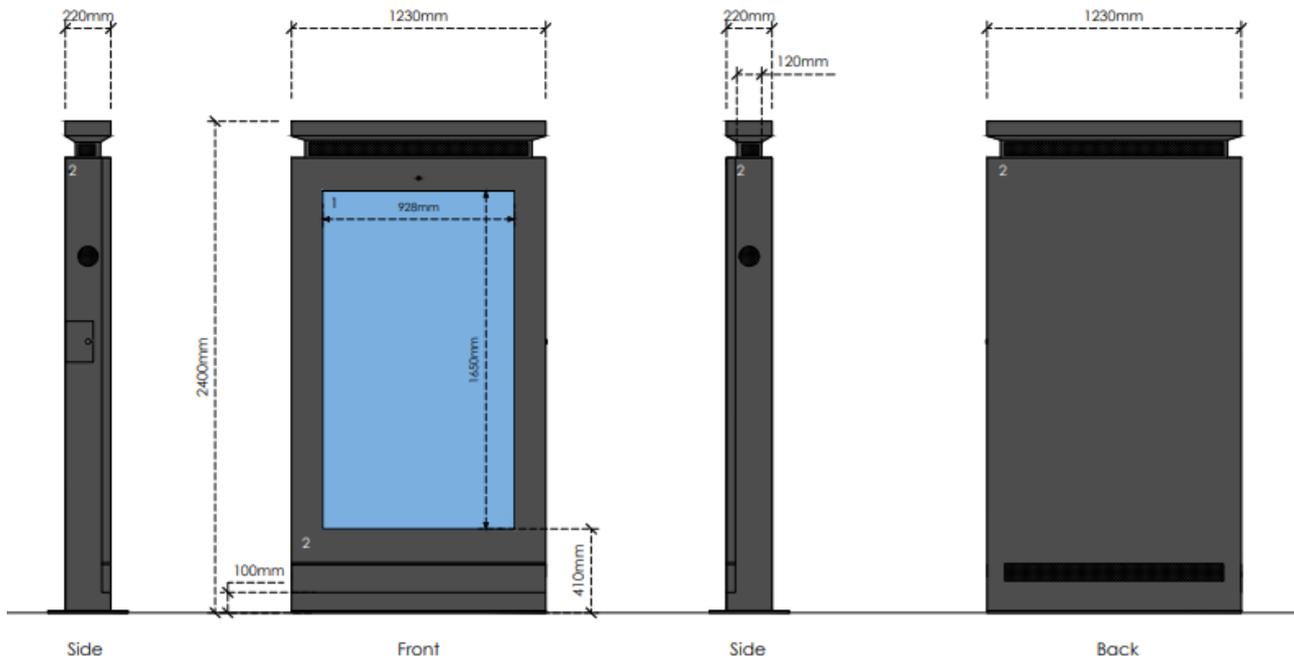
The application site sits on a corner plot between Sheffield Road and Westwood New Road. It is an existing filling station which has numerous buildings/structures on the site, including the filling station itself, the associated retail unit and car wash unit. The buildings are stone built with pitched roofs, which all match one another and there is also a stone wall to the side/rear of the site separating it from the surrounding fields. The front sides remain open with entrance/exit points on either side. There is an existing fuel sign located on the west side of the site with various other free standing signs located around the site.

Planning History

2015/0741 – Retention of a free standing ATM – Approved 10/08/2015

Proposed Development

The applicant is seeking permission for the installation of a digital advertising board.



Relevant Policies

The Development Plan

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires 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 the full Council meeting on 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 Allocation – Green Belt

To the extent that development plan policies are material to an application for planning permission the decision on the application must be taken in accordance with the development plan unless there are material considerations that indicate otherwise (section 70(2) of the Town and Country Planning Act 1990 and section 38(6) of the Planning and Compulsory Purchase Act 2004). In reference to this application, the following policies are relevant:

Policy SD1: Presumption in favour of Sustainable Development – States that proposals for development will be approved where there will be no significant adverse effect on the living conditions and residential amenity of existing and future residents. Development will be expected to be compatible with neighbouring land and will not significantly prejudice the current or future use of neighbouring land. Policy GD1 below will be applied to all development.

Policy GD1: General Development – Development will be approved if there will be no significant adverse effect on the living conditions and residential amenity of existing and future residents. Development will be expected to be compatible with neighbouring land and will not significantly prejudice the current or future use of neighbouring land.

Policy GB1: Protection of the Green Belt – Green Belt will be protected from inappropriate development in accordance with the NPPF.

Policy D1: High quality design and place making – Development is expected to be of a high-quality design and will be expected to respect, take advantage of and reinforce the distinctive, local character and other features of Barnsley.

Policy T4: New Development and Transport Safety – New development will be expected to be designed and built to provide all transport users within and surrounding the development with safe, secure, and convenient access and movement.

Policy POLL1: Pollution Control and Protection – Development will be expected to demonstrate that it is not likely to result directly or indirectly in an increase in air, surface water, and groundwater, noise, smell, dust, vibration, light or other pollution which would unacceptably affect or cause a nuisance to the natural and built environment.

Supplementary Planning Documents:

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 most pertinent SPD in this case is:

- Advertisements

The adopted SPDs should be treated as material considerations in decision making and are afforded full weight.

National Planning Policy Framework

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 policies include:

- Section 12: Achieving well designed places

Consultations

The application has been advertised in accordance with Article 15 of the Town and Country Planning Development Management Procedure (England) Order 2015.

Local Ward Councillors – No objections.

Highways DC – No objections subject to conditions.

Pollution Control – No objections.

Representations

Neighbour notification letters were sent to surrounding properties. One letter of objection was received raising concerns with regards to construction noise and disturbance.

Assessment

The main issues for consideration are as follows:

- The Principle of Development
- The impact on visual amenity and character
- The impact on neighbouring residential properties
- The impact on highways 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 unless the NPPF establishes a weight:

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

Principle of Development

The Council's SPD on advertisements states that advertisements should have regard for the design, scale and proportions of the building or site on which they are displayed. The over provision or poor design of signs can give rise to a cluttered and aggressively commercial appearance which will usually have a damaging impact upon the visual character of an area.' Consent will be granted where

the development is found to be appropriate in scale and respectful of the character of the area and should not adversely impact the amenity of local residents or undermine highway safety.

The site lies within the Green Belt however the proposal would be sited within the curtilage of a long-established petrol station which already features built infrastructure, lighting and signage. The proposal here represents a modest and proportionate addition to an existing commercial site rather than introducing new or inappropriate development. The installation of a digital advertisement board does not materially alter the openness of the Green Belt or encroach into undeveloped land, and therefore does not conflict with the fundamental aims of the Green Belt. Therefore the proposal is considered acceptable in principle, provided that it would not cause harm to neighbour amenity or highway safety.

Visual Amenity and Character

The proposal is modest in terms of its scale, and will be sited directly adjacent to the existing petrol station sign which is significantly larger. It is suitably located within the site that it is not overly prominent and integrates well with the existing built form.

The proposal is therefore acceptable in terms of visual amenity and impact upon the street scene in accordance with the policies GD1 and D1 of the Local Plan. This weighs moderately in favour of the proposal.

Residential Amenity

There will be no significantly detrimental impact upon residential amenity. The signage is set a significant distance from any residential neighbouring properties therefore it's unlikely there will be any additional disturbance to neighbouring properties. The sign is unlikely to need significant construction time to put up and given the distance to neighbouring properties issues over construction noise are not considered to be of significance. The proposal is considered to be in compliance with Local Plan Policy GD1: General Development and is acceptable in terms of residential amenity. This weighs moderately in favour of the proposal.

Highway Safety

Due to the proposed position, the digital board would primarily be seen by motorists travelling north-west along the A629 Penistone Road. For vehicles traveling along this stretch of Penistone Road, the display would come into view from a distance of approx. 100m away at a point where vehicles have already joined the A629 Penistone Road from the A61, this distance is sufficient to prevent the display from being a sudden distraction to road users.

Given that the proposed display would be barely visible to drivers negotiating the busy A61/A629 junction, the section of road from which the display would be visible is not complex and does not require drivers to display a level of awareness greater than that which should ordinarily be exercised.

Therefore, taking into consideration the position and orientation of the display along with the road layout and the general movement of vehicular traffic, Highways DC do not consider the proposal would cause detriment to highway safety, subject to conditions.

As such, the proposal is in accordance with policy T4 of the Local Plan and this carries modest weight in favour of the proposal.

Conclusion

Having balanced all material planning considerations, the proposal will not be significantly harmful to residential and visual amenity, nor will it negatively impact upon highway safety. As a

consequence, the positive aspects of the proposal outlined above are not outweighed by any other material planning considerations. The proposal is therefore, on balance, recommended for approval.

Recommendation

Approve with conditions