

Application Reference Number:		2026/0576	
Application Type:		Advertisement Consent	
Proposal Description:		Replacement of internally illuminated free standing advertising display (Advertisement Consent)	
Location:		Shell Fairfield Garage, Sheffield Road, Hoyland, Barnsley, S74 0DP	
Applicant:		Mr Hamish Tinker	
Third-party representations:	None.	Parish:	
		Ward:	Rockingham

Site Description

The application relates to Fairfield Garage located on Sheffield Road in the Hoyland area. The location of the proposed advertising display would be to the north the site, adjacent to Sheffield Road. Terraced residential properties are located to the northeast side of Sheffield Road. Semi-detached residential properties are located to the west of the site. A grassed area is located directly to the north of the site.



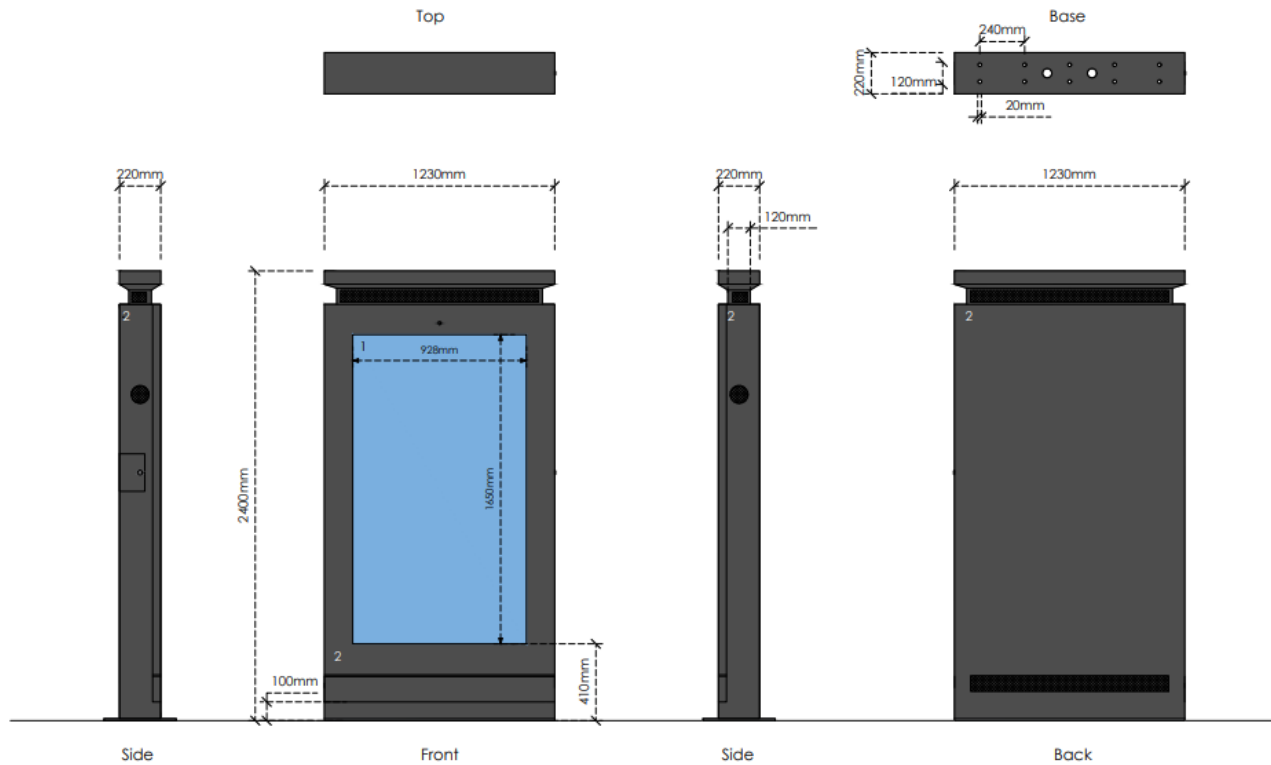
Crown copyright and database rights (2024) OS (100063368)

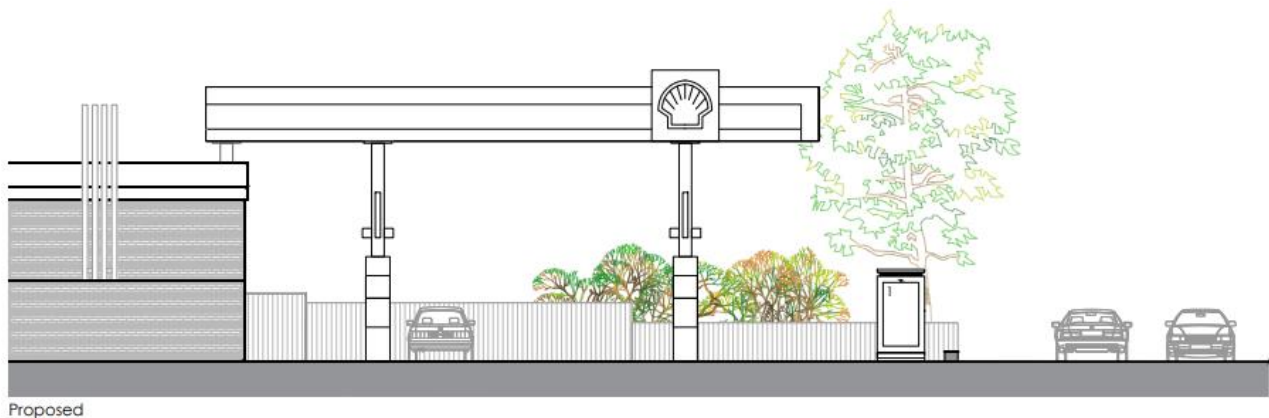
Relevant Planning History

Application Reference	Description	Status
B/00/0166/HN/AD	Display of illuminated double-sided, free-standing advert display unit.	Consent Granted
B/03/2024/HN/AD	Display of illuminated and non-illuminated signage to ATM.	Approve
2010/0955	Display of 1 no. internally illuminated free standing double sided advertisement unit (retrospective)	Approve with Conditions
2013/0820	Increase in height of existing re-fuelling forecourt canopy from 4.7m to 5.5m (highest point)	Approve with Conditions

Proposed Development

The applicant is seeking permission to replace the existing advertising display with an internally illuminated freestanding advertising display. The proposed display would be located in approximately the same location as the existing display, though positioned slightly to the east. The display would have an approximate height of 2.4 metres, approximate width of 1.2 metres and an approximate depth of 0.2 metres. A grey surround is detailed with an illuminate advertisement display located centrally to the front, southeast facing elevation. A daytime luminance level of 5000 cd/m² is proposed with a nightly 150 cd/m² detailed between the hours of 11pm to 6am.





Policy Context

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 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 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.

Development plan policies (or parts of those policies) which are materially inconsistent with national decision-making policies in the NPPF should be given very limited weight. The only exception to this is where they have been examined and adopted or made against the NPPF (August 2026). Other development plan policies should not be given reduced weight simply because they were adopted prior to the publication of the NPPF (August 2026).

Local Plan

The site is located as Urban Fabric. Therefore, the following 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.***

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.

National Planning Policy Framework (NPPF, 2026) and the National Planning Practice Guidance

Planning law requires that applications for planning permission be determined in accordance with the development plan, unless material considerations indicate otherwise. The National Planning Policy Framework (NPPF, 2026) sets out the overarching planning framework for England. It has replaced the previous version published in December 2024 and introduced a revised structure comprising national decision-making policies organised by policy code rather than paragraph number. Paragraph 1 confirms that the NPPF is a material consideration of critical importance for making decisions on development proposals in England.

Paragraph 15 confirms that the purpose of the planning system is to contribute to the achievement of sustainable development, and NPPF Policy S3 sets out a presumption in favour of sustainable development, with paragraph 17 setting out the three overarching objectives of sustainable development: economic, social and environmental. Relevant policies have been taken into account throughout the assessment of this application according to the issues raised by the proposal.

The following NPPF sections and NPPF policies are relevant in this case:

Section 3: Decision-making policies

Section 4: Achieving Sustainable development

Section 14: Achieving well-designed places

Section 17: Pollution, public protection and security

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.

Consultations

Highways DC	No Objection subject to conditions
Councillors (1 Response)	No Objection

Representations

Notification was sent out to neighbouring properties, and a site notice was placed nearby, expiring on the 14th August 2026. No representations have been received

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 Amenity

Well-designed signs can project an image of quality, confidence and permanence; whereas too many or oversized signs can give a cluttered and unattractive appearance which does not relate to either the building or the surrounding area. Excessive illumination causes light pollution and is therefore wasteful of energy. Well directed lighting can, however, aid personal safety within an area and enhance its attractiveness. The form which this illumination takes should also be considered at an early stage. For example, a suitably designed fascia box in a solid material which allows internal illumination to show through cut out lettering can be a very effective solution, whilst internally illuminated box mounted signs in an opaque material is an unsightly option and will be discouraged. External lights can also be an acceptable solution, either by means of trough lighting or carefully designed and located spot lighting.

The proposed freestanding display would be of a similar scale to the existing freestanding display and would therefore not introduce an advertisement which would be incongruous to the area. The new display is acknowledged to be of a similar size, however, would be a more modern and attractive design.

It is therefore considered that the proposal is acceptable in terms of visual amenity and in compliance with Local Plan policy D1: High-Quality Design and Place Making and as such carries substantial weight in favour of the application.

Residential Amenity

The proposed size of the freestanding display would not differ greatly from the existing free standing display and would therefore be no more impactful on the neighbouring properties to the west and east of the site.

The proposed daytime illumination would be at a significant level of illuminance at 5000 cd/m². Given this illumination level is for daylight hours, and the display would face directly towards daylight, the impact of the daylight illuminance would not be to a level which would detrimentally impact the neighbouring properties to the southeast of the site.

The proposed nighttime illumination would be at a modest level of 150cd/m². Given the low level of the nighttime illumination, the proposed display would not be likely to detrimentally impact the neighbouring properties to the southeast of the site.

The illumination levels and hours shall be conditioned in order to ensure the proposed illumination does not impact the residential amenity of the neighbouring properties.

It is therefore considered that the proposal would not result in a significant increase in overshadowing, reduced levels of outlook or increased levels of illuminance pollution to a detrimental level and is in compliance with Local Plan Policy GD1 General Development. This carries substantial weight in favour of the application.

Highway Safety

The advertisement has been assessed by highways who have raised no concerns subject to conditions. Although the position of the advertisement is slightly closer to the road, in comparison to the existing, the display would not impede the existing pedestrian intervisibility splays or sight lines for existing vehicles. The display is also distanced approximately 50 metres from the stop line of the Sheffield Road/Hoyland Road/Tankersley Lane signalised junction and would not adversely impact upon the ability of approaching drivers to identify lights on the traffic signals.

The illumination levels and hours shall be restricted in the interests of highway safety. Conditions are attached to ensure that there are no moving images or images which resemble traffic signals; no adverts for less than 10 seconds; have intervals no greater than 1 second; be fitted with a light sensor to adjust brightness to ambient light levels and have a mechanism to default to a black screen should the display break down.

Subject to strict accordance with the conditions attached, the proposal is considered acceptable in terms of its impact on highway safety and in compliance with Local Plan Policy T4 New Development and Transport Safety. This carries substantial weight in favour of the application.

Planning Balance and Conclusion

For the reasons given above, and taking all other matters into consideration, the proposal complies with the relevant plan policies and planning permission should be granted subject to necessary conditions. Under the provisions of the NPPF, the application is considered to be a sustainable form of development and is therefore recommended for approval.

RECOMMENDATION: Approve subject to conditions

Justification

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

Contact was made with the applicant to request the nighttime illumination level to be conditioned to a maximum of 150cd/m² as suggested within the supporting covering letter. This was agreed to on the 21st August 2026.

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.