
2025/0261

Mr Jonathan Seamen

Bluesky Automotive Services, Genn Lane, Ward Green, Barnsley, S70 6TF

Display of 2no. non illuminated fascia signs and 1no. illuminated totum sign.

Site Description

The application relates to a car sales garage within the Ward Green area. The site provides a parking area along with a showroom. Parking is also available to the front of the site. The site provides a large boundary fence to the front boundary. The site currently provides little advertisement with two non-illuminated signages to the front elevation. Ward Green Community Park is located to the west of the site. To the south of the site is Ward Green Lodge (Care Home). To the east of the site are apartment. Directly to the north of the site is Genn Lane across which there are a number of residential properties facing the site.



Planning History

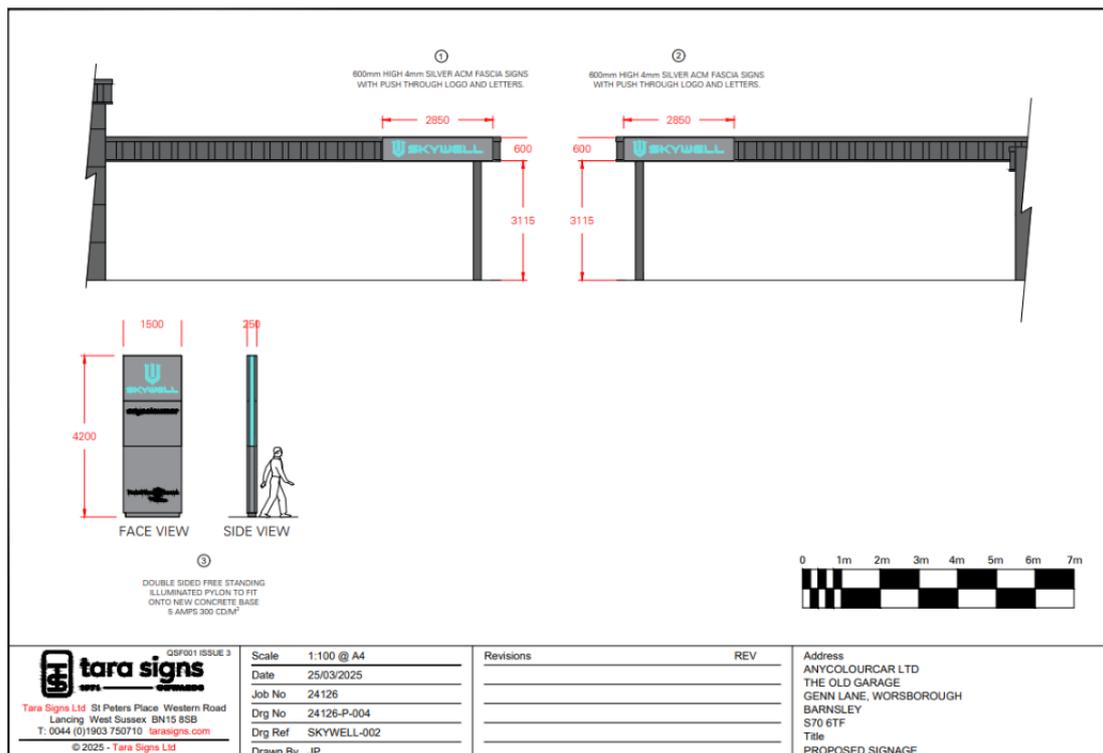
1. B/93/0556/WB – Erection of showroom, workshop and store extension to garage – Historic Decision

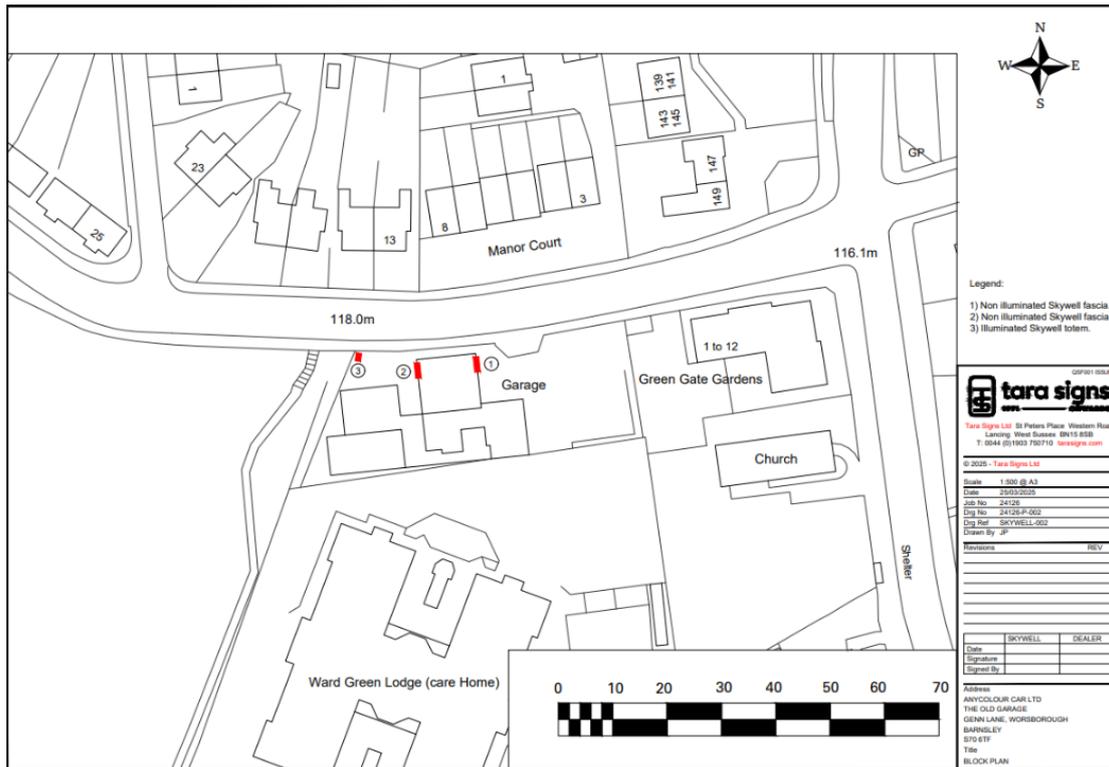
2. B/93/660/BA/AD - Display of free standing duple sided sign – Historic Decision
3. B/98/1097/WB - Change of use from car showroom and garage to shop and alterations to form a shop front – Historic Decision
4. 2006/0088 - Erection of 1.8m high boundary fence – Approve with Conditions
5. 2019/1342 - Removal of existing buildings and residential development of 4no dwellings (Outline With All Matters Reserved) - Approve with Conditions
6. 2022/0332 - Retrospective change of use of the building and external forecourt to a car showroom for car sales (Sui Generis use) - Approve with Conditions

Proposed Development

The applicant is seeking permission to erect advertisement fascia signs to the east and west elevations of the showroom canopy sitting approximately 0.2 metres from the front elevation. The canopy sits approximately 3.1 metres above ground level. The fascia signs would have an approximate width of 2.85 metres and an approximate height of 0.6 metres. The signage proposes to advertise 'SKYWELL' along with a logo at the beginning of the word. The fascia sign would utilise silver aluminium composite fascia with push through logo and lettering. The lettering and logo are proposed to be blue.

The proposed totem signage would provide a height of approximately 4.2 metres and a width of 1.5 metres. An approximate thickness of 0.25 metres is proposed. Matching signage to the fascia is proposed to the top of the totem. Further advertising of 'anycolourcar' is located to the middle of the totem detailed in black lettering along with further advertising in black lettering to the bottom of the totem. The blue lettering and blue side panel is proposed to be illuminated internally with a maximum static illuminance level of 300cd/m². The totem would be located to the northwest corner of the site facing east/west.





Policy Context

Planning decisions should be made in accordance with the current development plan policies unless material considerations indicate otherwise; the National Planning Policy Framework (NPPF) does not change the statutory status of the development plan as the starting point for decision making. The Local Plan was adopted in January 2019 and is 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 which 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.

Local Plan Allocation – Employment Allocation Site ES4

The site is located as Employment and is allocated as site ES4. 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.**

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 sections include:

- **Section 12: Achieving well designed places.**

Supplementary Planning Document(s)

- **Advertisements.**

Consultations

Local Ward Councillors – No response.

Highways DC – No Objection.

Pollution Control – Meets the criteria for Professional Lighting Guide 05 (Institute of Lighting Professionals, 2014)

Representations

Notification was sent out to neighbouring properties. A site notice was placed nearby, expiring 21st May 2025. No representations were 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

The proposed fascia signage is not considered excessive and is smaller than the existing signage on the front elevation. The lettering height of 0.4 metres is modest and sits well within the canopy, keeping in character with the scale of the building. The advertisement does not exceed the fascia level of the canopy and does not protrude more than 100mm. The colour scheme used is in keeping with the character of the site.

The proposed totem provides a similar colour scheme and advertisement design to the fascia remaining in keeping with the character of the site. The totem design is large however would not be considered to be overly dominant given the relation between the totem and the large scale of the existing showroom and canopy. Given the illumination is internal and static, the illumination is considered to be moderate. The illuminance level of 300cd/m² is considered acceptable given an

illuminance level of 600 cd/m² is permitted under the Professional Lighting Guide 05 (Institute of Lighting Professionals, 2014).

It is therefore considered that the proposed extension 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 considerable weight in favour of the application.

Residential Amenity

The fascia signage provides no illuminance and is moderately sized. The signage does not directly face the residential properties to the north but does face the apartments to the east. Although the signage faces the apartments to the east, a distance of approximately 40 metres would be maintained.

The totem is located to the south of the dwellings across Genn Lane however is unlikely to pose any significant loss of outlook or sunlight given the distance to the proposal. Additionally, the totem is not more dominant than the existing showroom and canopy. The illuminance is acknowledged, however, given this would be static and provides a considerably low level of luminance at 300 cd/m², the totem is not considered to cause any detrimental levels of light pollution. Furthermore, no neighbours have provided objection to the proposal. Nevertheless, the illuminance will be conditioned to only be active during the opening hours of the site. This will prevent any possibility for pollution during social or evening hours.

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

Highway Safety

The advertisement raises no concerns from highways given the proposed fascia signage and totem does not obstruct vehicular or pedestrian sight lines. The low luminance level of the totem also does not constitute any undue distraction to road users.

As such 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 significant 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

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.