
2025/0792

Mr Christian Tyldsley

Butchers House, 10 High Street, Monk Bretton, Barnsley, S71 2EL

Installation of 3x illuminated fascia signs, 2x non illuminated totem sign and 4x sets of non illuminated face applied window graphics

Site Description

The application relates to a newly built mixed-use building consisting of residential flats at first floor level and commercial usage at ground floor level. The site will provide parking to the north and west of the site. Access to the parking will be located to the southwest of the site.

Residential properties are located to the north, south and west of the site. To the south of westerly residential properties is a fish and chip shop. To the east of the site across Judy Row are three commercial units, comprising of a pharmacy, café and a post office.



Relevant Planning History

Application Reference	Description	Decision
2018/0435	Erection of mixed use development consisting of 3 no. retail unit and 6 no. residential units.	Approve with Conditions
2022/0562	Mixed use development for 3no retail units (use class E(a) and 6no residential flats	Approve with Conditions
2023/0375	Discharge of conditions 3 (external materials), 4 (boundary treatments), 6 (hard and soft landscaping works), 12 (vehicular access arrangements including bus stop and lamp column alterations), 14 (cycle parking), 15 (car park management plan) and 16 (delivery and servicing plan) in relation to 2022/0562 - Mixed use development for 3no retail units (use class E(a) and 6no residential flats	Under Consideration

Proposed Development

The applicant is seeking permission to instal three facia signages. One to the upper of each of the of the south, west and east elevations. The south elevation would have an approximate width of 5 metres. The west elevation facia would have an approximate width of 7.7 metres The east elevation facia would have an approximate width of 11.5 metres. The facias would have an approximate height of 0.7 metres. The facias would project approximately 80 millimetres and the lettering would project approximately 80 millimetres further. All the facias detail internal static illumination to a maximum of level of 250 cd/m². The facias are coloured a combination of white and Green (Pantone 343c RAL 6005) and feature the Lettering 'Morrisons Daily' and 'Open Late'. The facia not the east elevation also includes the Morrisons Tree logo. The word 'Daily' and the logo would be coloured Yellow (Pantone 7408c).

Two totem signs are proposed. One to the right of the west elevation and one to the left of the north elevation. The totems would have an approximate height of approximately 1.9 metres and an approximate width of 0.9 metres. The totems would project approximately 50 millimetres. The totem signs provide the Morrisons logo and advertise the products available within the shop.

Four sets of Morrisons themed window vinyls have been proposed to windows on the south, west and east elevations.

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 – No Objection.

Representations

Notification was sent out to neighbouring properties. 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 facias and lettering would provide a total projection of approximately 100 millimetres and is considered minimal in the context of the building. The proposed facias and totems are well balanced in terms of size when compared to the scale of the elevations to which they are proposed and do not dominate the elevations or street scene.

The facias' proposed static, internal illumination would be at a maximum level of 250 cd/m². Given an illumination level of 300 cd/m² is permitted under the Professional Lighting Guide 05, the level of illuminance is considered an acceptable.

The proposed window vinyls would be in keeping with the theme of the shop usage and provide further details of the produce to be sold within the shop. The use of the proposed window vinyls is a common theme for similar shops within the borough.

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 considerable weight in favour of the application.

Residential Amenity

The illuminated facias are proposed to be static and of a low level of internal illuminance at 250 cd/m². The proposed illumination would therefore be unlikely to cause any light pollution to neighbouring residential properties. In addition, neighbouring properties to the south and west are substantially distanced by approximately 25 metres.

Given there are no residential properties directly to the east of the site, residential amenity would not be affected and in any case are blocked by commercial properties. The north elevation provides a totem and would face a blank side elevation distanced by approximately 16 metres and a highway. The totem would therefore not negatively impact on residential amenity to the north.

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 considerable weight in favour of the application.

Highway Safety

The advertisement raises no concerns from highways given the proposed fascia signage would not obstruct vehicular or pedestrian sight lines. The low luminance level 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 considerable 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.

Conditions

1. The development hereby approved shall be carried out strictly in accordance with the plans:

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and specifications as approved unless required by any other conditions in this permission.

Reason: In the interests of the visual amenities of the locality and in accordance with Local Plan Policy D1 High Quality Design and Place Making.

2. The signage hereby permitted shall not exceed the proposed maximum static illuminance levels of 250 cd/m².

Reason: In the interests of visual amenities of the locality and in accordance with Local Plan Policy D1 High Quality Design and Place Making.

Informatives

- 1) The granting of planning permission does not in any way infer that consent of the landowner is given. Therefore, the consent of all relevant landowners is required before proceeding with any development, including that of the Council as landowner.

If it should transpire that the applicant does not own any of the land included in this consent, then it is the responsibility of the applicant to seek all necessary consents and approvals of the landowner.