

Application Reference Number:		2025/0299	
Application Type:		Advertisement	
Proposal Description:		External signage.	
Location:		KDA Wholesale, Fall Bank Industrial Estate, Fall Bank Crescent, Dodworth, Barnsley, S75 3LS.	
Applicant:		MJG (KDA).	
Third-party representations:	None.	Parish:	
		Ward:	Dodworth.

Summary:

This advertisement application has been submitted by Butterfield Signs Limited on behalf of the applicant and seeks advertisement consent for the installation of internally illuminated external fascia signage in a dark blue and yellow colour scheme with a maximum proposed illuminance level of 400cd/m². This application is retrospective as the signage has been installed.

The site falls within urban fabric as allocated by the adopted Local Plan. Development comprising 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 otherwise unacceptably affect or cause nuisance to the natural and built environment or to people.

The proposal would have no adverse impact on highway safety, residential or visual amenity and is considered acceptable in policy terms. The proposal is therefore considered to be an acceptable and sustainable form of development in accordance with Section 2 of the National Planning Policy Framework (NPPF, 2024).

Recommendation: **APPROVE subject to conditions.**

Site Description

This application relates to a commercial unit occupied by KDA Wholesale. The application unit forms part of an extensive, purpose built industrial and commercial area located close to junction 37 of the M1. To the south is a railway line with residential properties beyond and a public footpath runs along the west and south of the site. The site is accessed off Fall Bank Crescent and the unit is served by a large customer car park.



Planning History

There are several planning applications associated with the development site. However, the most relevant applications are:

Application Reference	Description	Status
2012/0852	Change of use from B1, B2, B8 factory unit to Trade Warehouse (Sui Generis).	Approved.
2015/0203	Erection of extension to car park with new access.	Approved.
2024/0311	Lawful development certificate for retail and trade warehouse without compliance with condition 5 of planning permission reference 2012/0852 (Existing).	Lawful Development Certificate Granted.

Proposed Development

The applicant is seeking advertisement consent for the installation of internally illuminated external fascia signage in a dark blue and yellow colour scheme with a maximum proposed illuminance level of 400cd/m². This application is retrospective as the signage has been installed on the north, east and south elevations of the application unit.

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 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.

The development site is allocated as urban fabric within the adopted Local Plan which has no specific allocation. The following Local Plan policies are relevant in this case:

- *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 (NPPF) and the National Planning Practice Guidance

In December 2024, the Government published a revised NPPF which is the most recent revision of the original Framework, first published in 2012 and updated several times, providing the overarching planning framework for England. The NPPF sets out the Government's planning policies for England and how they are expected to be applied. The NPPF must be taken into account in the preparation of local and neighbourhood plans and is a material consideration in planning decisions. The revised document has replaced the earlier planning policy statements, planning policy guidance and various policy letters and circulars, which are now cancelled.

Central to the NPPF is a presumption in favour of sustainable development (paragraph 10) and plans and decisions should apply this presumption in favour of sustainable development (paragraph 11). There are three dimensions to sustainable development: economic, social and environmental; each of these aspects are mutually dependent. The following NPPF sections are relevant in this case:

- *Section 12: Achieving well designed places.*

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.

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.

Consultations

Whilst there is no statutory requirement for local planning authorities (LPA) to publicise applications for advertisement consent, an LPA should consider whether any application would affect the amenity of neighbours. Where it would affect them, it is good practice for the views of neighbours to be sought before determining an application.

Any neighbour sharing a boundary with the site has been sent written notification and the application has been advertised on the Council website. No representations have been received.

No statutory or non-statutory consultees were consulted on this application.

Planning 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 development site falls within urban fabric as allocated by the adopted Local Plan. Development comprising 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 otherwise unacceptably affect or cause nuisance to the natural and built environment or to people.

Impact on Visual Amenity

The application property is a single storey commercial unit which forms part of an extensive, purpose built industrial/commercial area located close to Junction 37 of the M1.

The retrospective signage scheme comprises the installation of 5no. internally illuminated external fascia signs in dark blue and yellow with a maximum illuminance level of 400cd/m² on the north, east and south elevations of the application unit.

The retrospective signage is similar in scale and appearance as previous signage and is appropriate in scale and adopts an appropriate level of illuminance for its setting. The colour scheme reflects the colour of the cladding on the application unit.

Considering the above, this is considered to weigh moderately in favour of the proposal.

The proposal is therefore considered to comply with Local Plan Policy D1: High Quality Design and Placemaking and is considered acceptable regarding visual amenity.

Impact on Residential Amenity

The retrospective signage is installed on the application unit which is approximately 67 metres to the north of the nearest residential properties. As such, the retrospective proposal does not result in a significantly detrimental impact to existing amenity levels.

Considering the above, this is considered to weigh modestly in favour of the proposal.

The proposal is therefore considered to comply with Local Plan Policy GD1: General Development and Local Plan Policy POLL1: Pollution Control and Protection and is considered acceptable regarding residential amenity.

Impact on Highways

The retrospective proposal is not considered to be prejudicial to highway safety; the signage adopts an illuminance level within the recommended maximum levels and adopts a relatively modest scale and appropriate placement above the minimum head height above the ground.

Considering the above, this is considered to weigh modestly in favour of the proposal.

The proposal is therefore considered to comply with Local Plan Policy T4: New Development and Transport Safety and is considered acceptable regarding highway safety.

Planning Balance and Conclusion

In accordance with the provisions of paragraph 11 of the NPPF(2024), the proposal is considered in the context of the presumption in favour of sustainable development and therefore, for the reasons given above, and taking all other matters into consideration, the proposal complies with the relevant local and national planning policies and guidance. Advertisement consent should be granted subject to necessary conditions.

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 this 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 representations, 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.