

Application Reference Number:		2026/0304	
Application Type:		Advertisement Consent.	
Proposal Description:		Installation of 1no. digital free-standing LED illumination advertising display panel.	
Location:		Petrol Filling Station, Upper Sheffield Road, Barnsley, S70 4PJ.	
Applicant:		Wildstone Estates Limited.	
Third-party representations:	None.	Parish:	
		Ward:	Central.

Summary: The applicant is seeking advertisement consent for the installation of a freestanding single-sided 48-sheet digital advertising display. 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). Advertisement consent should therefore be granted subject to conditions. Recommendation: APPROVE subject to conditions.
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Site Description

This application relates to an area of hardstanding located to the south of 248 Upper Sheffield Road – an end-of-terrace residential dwellinghouse, and to the north of the adjacent Total Energies Petrol Filling Station. The surrounding area is principally residential with some small-scale commercial and community uses interspersed. The development site abuts the blank gable elevation of the adjacent dwellinghouse and appears to be used for informal off-street parking. The development site appears to form part of an area of hardstanding that provides access to an area of vegetated land located to the east.

The adjacent Petrol Filling Station comprises a forecourt, canopy, retail building, jet and car washes, and associated car parking. It benefits from various illuminated and non-illuminated fascia and totem signage. There is street lighting on both sides of Upper Sheffield Road.



Planning History

There is an extensive planning history associated with this development site and the adjacent Petrol Filling Station premises. However, the most relevant applications are:

Application Reference	Description	Status
B/01/0096/BA/AD	Display of two illuminated single-sided, free-standing advert display units.	APP/R4408/H/01/609 Appeal Dismissed.
2009/0383	Display of 1no. internally illuminated double sided pole sign.	Approved.
2010/1349	Display of various illuminated and non-illuminated signage to petrol station and shop.	Approved.
2013/0293	Display of 1no. non-illuminated fascia sign and 9no. internally illuminated signs.	Approved.

Proposed Development

The applicant is seeking advertisement consent for the installation of a freestanding single-sided 48-sheet digital advertising display.

The proposed advertisement display (including its supporting structure) would measure approximately 6.3 metres (W) x 0.3 metres (D) x 5.2 metres (H).



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 therefore 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 2: Achieving sustainable development.*
- *Section 4: Decision-making.*
- *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.

Representations

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.

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

Any neighbour sharing a boundary with the site has been sent written notification and the application has been advertised on the Council website.

A site notice was also placed nearby which expired 19th June 2026.

No representations were received.

Consultations

Local Ward Councillors	<i>No comment(s) received.</i>
Highways Development Control	<i>No objection(s) subject to condition(s).</i>
Pollution control	<i>No objection(s).</i>
Public Health	<i>No comment(s) received.</i>

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 unless the NPPF establishes a specific weight:

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

Principle of Development

Paragraph 141 of the NPPF says the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

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

Paragraph 141 of the NPPF says the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Paragraphs 6 – 6.2 within the adopted Advertisements SPD establishes 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 advertisements could give rise to a cluttered and aggressively commercial appearance which can damage the visual character of an area. The Council is therefore unlikely to grant consent for advertising hoardings amongst others.

Whilst development such as the digital advertisement display being proposed is not desirable, within the context of an adjacent Petrol Filling Station and associated illuminated and non-illuminated fascia and totem signage, the proposed digital advertisement display would not appear out-of-keeping, nor would it result in significant cumulative harmful impacts on the character of the street scene of Upper Sheffield Road which displays a mix of residential and small-scale commercial and community uses.

The existing Petrol Filling Station and its associated structures would provide visual breaks upon the approach when travelling northbound and would significantly reduce the dominance and prominence of the proposed digital advertisement display. The slim profile of the proposed digital advertisement display would also significantly reduce its dominance and prominence when seen from the west and would have no greater visual impact than the structural canopy supports of the adjacent Petrol Filling Station.

The proposed digital advertisement display would appear subordinate in the context of the adjacent residential dwellinghouse and Petrol Filling Station.

The proposed maximum illumination level would be appropriate for this setting with other illuminated signage, street lighting and passing traffic also being influencing factors of relevance. In this specific context, the illuminance of the proposed digital advertisement display would not appear obtrusive or unduly prominent. In any event, suitable conditions could be used to protect amenity, and therefore, this proposal is considered acceptable in this instance.

Considering the above, on balance, this is considered to weigh significantly 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 proposed digital advertisement display would be installed adjacent to the blank gable elevation, and set back from the front and rear elevations, of 248 Upper Sheffield Road.

The proposed digital advertisement display would also adopt a slender profile and would be installed on an area of hardstanding adjacent to a Petrol Filling Station.

It is not considered this proposal would contribute to significant increased levels of overshadowing, overlooking and loss of privacy, or reduced outlook.

The proposed maximum illumination level would be appropriate for this setting with other illuminated signage, street lighting and passing traffic also being influencing factors of relevance. In this specific context, the illuminance of the proposed digital advertisement display would not appear obtrusive or

unduly prominent. In any event, suitable conditions could be used to protect amenity, and therefore, this proposal is considered acceptable in this instance.

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 GD1: General Development and Local Plan Policy POLL1: Pollution Control and Protection and is considered acceptable regarding residential amenity.

Impact on Highways

Paragraph 116 of the NPPF sets out development should only be prevented or refused on highways grounds if there would be unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe following mitigation and considering all other reasonable future scenarios.

The proposed digital advertisement display would be installed adjacent to the blank gable elevation of 248 Upper Sheffield Road and appears to be used as informal off-street parking. The development site appears to form part of an area of hardstanding which provides access to an area of vegetated land located to the east. Upper Sheffield Road (A61) is an arterial route to and from the Town Centre; and is regularly frequented throughout the day.

Highways Development Control colleagues were consulted; and it was established that the proposed digital advertisement display would primarily be visible to motorists travelling northbound on the A61 (Upper Sheffield Road).

For approaching motorists travelling northbound on Upper Sheffield Road (A61), the proposed digital advertisement display would gradually come into view from approximately 150 metres and would be obscured by an existing totem advertisement and structures associated with the Petrol Filling Station which would avoid the proposed digital advertisement display being a sudden distraction to motorists and other road users.

The road layout in the immediate vicinity of the development site is not complex and does not require motorists to display a greater level of awareness other than that which should ordinarily be exercised. There are no signalised junctions or formal pedestrian crossings on approach.

Highways Development Control colleagues have therefore raised no objections subject to suggested conditions.

The Local Planning Authority has no reasons to disagree with the professional opinions of Highways Development Control colleagues in this instance, and this proposal is not considered to be prejudicial to highway safety, nor is there sufficient ground to warrant refusal under Paragraph 116 of the NPPF.

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 T4: New Development and Transport Safety and is considered acceptable regarding highway safety.

Planning Balance and Conclusion

In accordance with the provision of paragraph 11 of the NPPF (2024), this proposal is considered in the context of the presumption in favour of sustainable development.

For the reasons given above, and taking all other matters into consideration, this proposal complies with the relevant local and national planning policies and guidance.

Advertisement consent should therefore 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.