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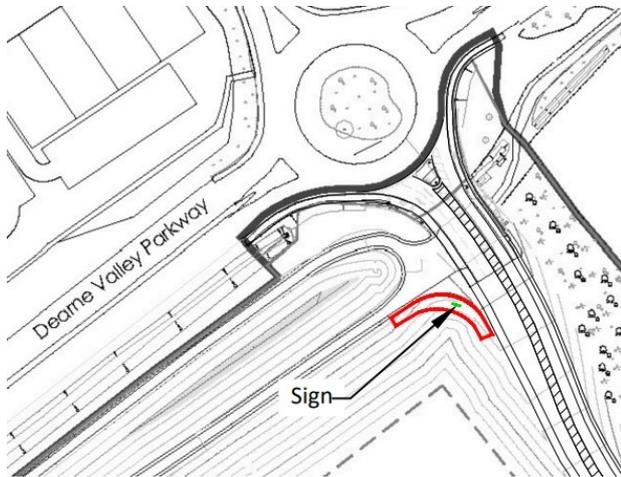
Mr Cameron Sanderson

Erection of internally illuminated totem sign

Land south of Dearne Valley Parkway, Hoyland, Barnsley

Site Description

This advertisement consent relates to the land adjacent to Newton Road, off Dearne Valley Parkway, in an area currently consisting of landscaping. The surrounding area has recently been developed (and continues to be) for industrial/warehouse uses, with various plots extending off Newton Road.



Planning History

The wider employment site has an extensive planning history, with those of relevance summarised below:

2021/1007 - Erection of 3no. buildings for industrial (class E(g)(iii)/B2) or storage and distribution (class B8) use with associated spur road, yards, parking, landscaping and drainage infrastructure (Reserved matters of outline planning permission 2019/1573 for Phase 2A.1 seeking approval of appearance, landscaping, layout and scale), GRANTED, 19/1/2022

2019/1573 - Hybrid planning application for a development up to 102,193sqm of employment uses (use classes B1/B2 and B8) and associated works including provision of internal access roads, drainage and landscaping, a) Outline with all matters reserved apart from means of access; and b) full application for associated earthworks and creation of access points including new roundabout to access Local Plan allocation site ES15, GRANTED SUBJECT TO S106, 10/8/2020

Proposed Development

The applicant is seeking approval for the erection of an illuminated totem sign. The sign would extend to 8m in height and be finished in dark blue/navy colours, with a lime green feature and the 'Gateway 36' and developer logo. The sign is rectangular in shape with a width of 40cm. Only the logo and text would be illuminated with a maximum illuminance level of 600 cd/m².



Policy Context

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires planning decisions to be made in accordance with the development plan unless material considerations indicate otherwise. The Local Plan was adopted in January 2019 and is also 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 and 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.

Allocation/Designations

The application site falls on the boundary of the employment allocation ES17 (Land South of Dearne Valley Parkway) and the housing allocation HS56 (Land off Shortwood Roundabout).

The site lies within a high-risk development area as per the Mining Remediation Authority mapping.

Barnsley Local Plan

The following Local Plan 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 (December 2024)

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.

Paragraph 141 states *'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.'*

Supplementary Planning Document(s)

The Council have adopted SPDs to provide further guidance about the implementation of specific planning policies in the Local Plan. The adopted SPDs should be treated as material considerations in decision-making and are afforded full weight. The following SPDs are relevant to this proposal:

- Advertisements (Adopted May 2019).
- Shop front designs (Adopted May 2019).

Consultations

Local Ward Cllrs – No response.

South Yorkshire Mining Advisory Service – No objection, though in a high risk area, the site has been extensively redeveloped. The proposal requires minimal ground excavation and is therefore exempt from coal mining risk assessment requirements.

Mining Remediation Authority – No response.

Urban Design Officer – No response.

Representations

Neighbour notification letters were sent to surrounding buildings. No representations were received during the consultation period (expired: 20/5/2025).

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 and Adjoining Amenity

The proposed sign would be erected to the west of the main vehicular entrance into the employment area (Newton Road) and adjacent to existing (albeit more temporary style) signage. The sign has been positioned set back from the highway, and whilst tall in height is acceptable when viewed in context of the existing buildings to the south-west.

The proposed colours and illumination level would not harmfully impact the appearance of the locality, with the totem sign considered to be a modern addition to the employment park.

Whilst the application site is also allocated for residential development, the position of the sign is unlikely to impact future residential amenity, due to the presence of the existing road and the distance to the nearest dwellinghouses. Similarly, there is a sufficient distance between the proposed sign and the closest employment buildings, to ensure that users are not impacted.

Overall the position, scale and design of the proposed sign is acceptable and accords with the requirements of Local plan Policy D1: High Quality Design and Placemaking. The proposal also achieves the requirements of Local Plan Policy GD1: General Development and Local Plan Policy POLL1: Pollution Control and Protection in terms of amenity, which therefore weighs significantly in favour of the application.

Highway Safety

Illumination would be limited to the text/logo only, rather than the entire sign, with a maximum illuminance level of 600 cd/m². The sign has been positioned a sufficient distance away from the highway, as well as at a diagonal angle, thus does not directly face nearby road users. The illumination of the signage is not expected to cause highway safety issues and accords with Local Plan Policy T4: New Development and Transport Safety. This weighs moderately in favour of the proposal.

Planning Balance and Conclusion

For the reasons given above, and taking all other matters into consideration, the proposal constitutes acceptable development in respect of highway safety and visual amenity and would comply with national and local planning policies and guidance.

Recommendation –

Approve with 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.