

Application Reference Number:	2026/0592.
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Application Type:	<i>Advertisement Consent.</i>
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Proposal Description:	<i>Advertisement Consent for 2no. large flex-face box fascia signs and 1no. post sign.</i>
Location:	<i>2A Athena Way, Hoyland Common, Barnsley, S74 0FQ.</i>

Applicant:	<i>EVRI Ltd.</i>
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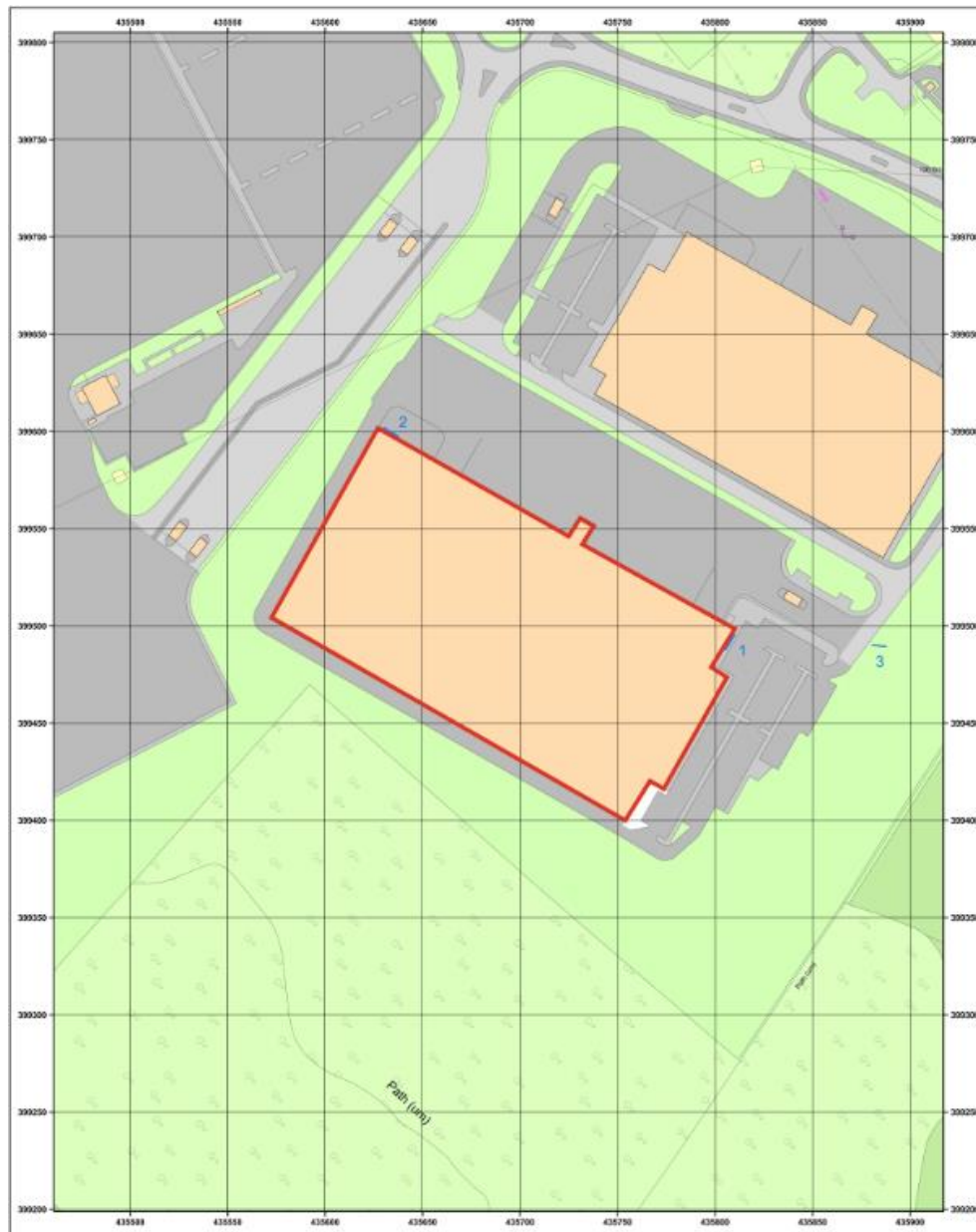
Third-party representations:	<i>X1 Objection.</i>	Parish:	
		Ward:	<i>Dodworth, Stainborough and Tankersley</i>

Summary: The applicant seeks retrospective advertisement consent for the installation of two non-illuminated large flex-face box fascia signs and one non-illuminated post sign. Development that comprises the erection of signage is considered acceptable in principle if it would be appropriate in its scale and respectful of the local character. Any proposal would also be expected to demonstrate that it would not be 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. This proposal is considered acceptable regarding its potential impact on design, heritage and visual amenity, residential amenity, health and pollution control, and highway safety, and accords with the relevant national and local planning policies and guidance. This proposal is therefore considered to be an acceptable and sustainable form of development in accordance with NPPF Policy S4: Principle of development within settlements. Recommendation: APPROVE subject to conditions.

Site Description

This application relates to the EVRi Fulfilment Centre located on Athena Way and accessed first off Olympus Way and Sheffield Road (A6135) to the north. The fulfilment centre is located to the south of Gem Imports and the south-east of the existing EVRi Hub. The M1 motorway is located west and to the north are residential settlements. To the east and west is agricultural land.

The application building is a storage and distribution unit that has a flat roof and a horizontal colour gradient finish that comprises shades of blue and white. The design of the application building is the same as the design of the units accommodated by Gem Imports to the north-east and the EVRi Hub to the north-west. A post sign comprising a welcome message, directional indicators for visitors and colleagues, and goods, and general rules of the site is located on a grass verge on the east side of Athena Way prior to the site's car parking and goods access arrangements. One large flex-face box fascia sign is located on the south-east elevation of the application building. Another large flex-face box fascia sign is located on the north elevation. The adjacent units feature signage of a similar scale and design.



Planning History

2020/0647	Hybrid planning application for a development up to 103,086sqm of employment uses (use classes B1/B2 and B8) and associated works including access roads, drainage and landscaping, a) Outline seeking approval over means of access and scale across 2 development plots (plots 2&3) of up to 71,515sqm floorspace; and b) full application for the development of plot 1 (31,571 sqm floorspace for use B8), associated earthworks and creation of access points including new roundabout to link with Hoyland south Masterplan Area (Local Plan references HS68, HS65, HS61, HS58, HS6, SL5).	Approved.
2021/1159	Full Planning Application for the development of 2 No. storage and distribution units (Class B8) with ancillary offices, including creation of access roads, parking, associated landscaping and infrastructure.	Approved.
2021/1606	Display of illuminated and non-illuminated signage on building exterior.	Approved.

Proposed Development

The applicant seeks retrospective advertisement consent for the installation of two non-illuminated large flex-face box fascia signs and one non-illuminated post sign.



Planning

new vision
signs and graphics

customer
EVRi
location
Barnsley Fulfilment

contact
Tom Haskins
job no.
36760
by
CF

scale
1:300 @ A4
date
06 July 2026

1 Fascia sign (flat panels / flex face)

Size:
8785(w) x 4800(h) x 90(d)mm

Amount:
1no.

Specification:
Non-illuminated digitally printed flex-face box sign

Fixing:
Through trim

RAL 5015



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06 July 2026

2 Fascia sign (flat panels / flex face)

Size:
8785(w) x 4800(h) x 90(d)mm

Amount:
1no.

Specification:
Non-illuminated digitally printed flex-face box sign

Fixing:
Through trim

RAL 5015





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 was adopted in January 2019 and is 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 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.

Development plan policies (or parts of those policies) which are materially inconsistent with national decision-making policies in the NPPF should be given very limited weight. The only exception to this is where they have been examined and adopted or made against the NPPF (August 2026). Other development plan policies should not be given reduced weight simply because they were adopted prior to the publication of the NPPF (August 2026).

The development site is located in the Hoyland settlement and is an employment allocation (ES13) within the adopted Local Plan.

The following Local Plan policies are therefore relevant in this case:

- *Policy SD1: Presumption in favour of Sustainable Development.*
- *Policy HE1: The Historic Environment.*
- *Policy HE3: Developments affecting Historic Buildings.*
- *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.*

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.

National Planning Policy Framework (NPPF, 2026) and the National Planning Practice Guidance

Planning law requires that applications for planning permission be determined in accordance with the development plan, unless material considerations indicate otherwise. The National Planning Policy Framework (NPPF, 2026) sets out the overarching planning framework for England. It has replaced the previous version published in December 2024 and introduced a revised structure

comprising national decision-making policies organised by policy code rather than paragraph number. Paragraph 1 confirms that the NPPF is a material consideration of critical importance for making decisions on development proposals in England.

Paragraph 15 confirms that the purpose of the planning system is to contribute to the achievement of sustainable development, and NPPF Policy S3 sets out a presumption in favour of sustainable development, with paragraph 17 setting out the three overarching objectives of sustainable development: economic, social and environmental. Relevant policies have been taken into account throughout the assessment of this application according to the issues raised by the proposal.

The following NPPF sections and NPPF policies are relevant in this case:

Section 3: Decision-making policies

- *DM3: Determining development proposals.*
- *DM6: Use of planning conditions and obligations.*
- *DM7: Relationship with other regulatory regimes.*

Section 4: Achieving Sustainable development

- *S3: Presumption in favour of sustainable development.*
- *S4: Principle of development within settlements.*

Section 14: Achieving well-designed places

- *DP3: Key principles for well-designed places.*

Section 15: Promoting sustainable transport

- *TR3: Locating development in sustainable locations.*
- *TR4: Street design, access and parking.*
- *TR6: Assessing transport impacts.*

Section 17: Pollution, public protection and security

- *P3: Living conditions and pollution.*

Section 20: Conserving and enhancing the historic environment

- *HE5: Assessing effects on heritage assets.*

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.

Planning (Listed Buildings and Conservation Areas) Act 1990

- *Section 16: Decision on application.*
- *Section 66: General duty as respects listed buildings in exercise of planning functions.*

Representations

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

The application has been advertised on the Council's website and a site notice posted nearby which expired 10th July 2026.

Press notices were used which expired 28th August 2026.

One representation was received via a members enquiry and raised concerns in respect of impacts on visual amenity and the character of the local area.

Consultations

Conservation Officer	<i>No objection(s).</i>
Local Ward Councillors	<i>No comment(s) received.</i>
Highways Development Control	<i>No objection(s).</i>
Pollution Control	<i>No comment(s) received.</i>
Tankersley Parish Council	<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

Development that comprises the erection of signage is considered acceptable in principle if it would be appropriate in its scale and respectful of the local character. Any proposal would also be expected to demonstrate that it would not be 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.

Considering the above, the principle of development is considered acceptable subject to assessment of the following matters.

Impact on Design, Heritage and Visual Amenity

During the application process, concerns were raised in respect of impact on visual amenity and the character of the local area.

Sections 16(2) and 66(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 require special regard be had to the desirability of preserving listed buildings or their setting or any features of special architectural or historic interest which they possess.

Whilst this proposal does not itself affect a listed building, there are several grade II-listed buildings and assets and local listed heritage assets that are located to the south-east, south, west, and north-west of the development site within a range of approximately 525 metres – 750 metres. In addition, the Wentworth Conservation Area – which lies in the Rotherham borough – is located to the south-east. Given the scale of the application building and the retrospective signage, it is visible from significant distances within the local and surrounding areas.

As such, the Council's Conservation Officer was consulted; and it was stated that although the retrospective signage is large in its own right, it is relatively modest when read against the overall scale of the application building and surrounding units and operations. Within this context the additional impact of the signage on the setting of nearby heritage assets would be very limited when compared with the impact already assessed in respect of the main development. It is therefore not considered that this proposal would result in any greater harm to the setting or significance of those assets. Consequently, the Council's Conservation Officer raised no objections from a conservation and heritage perspective and this proposal would accord with section 66(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990, Section 20 of the NPPF and Local Plan Policies HE1 and HE3. Significant weight is attributed in this regard in favour of this proposal and its approval.

The retrospective signage – whilst large – would be proportionate to the scale of the application building and similar in scale and appearance (including colour) to signage located on the adjacent Gem Imports and EVRi Hub premises. Whilst the fascia signage can be seen from significant distances within the local and surrounding areas, the signage is limited to what is deemed necessary to identify the premises and is non-illuminated. The retrospective signage comprises corporate branding in a blue and white colour scheme and does not give rise to an overtly aggressive commercial appearance when viewed within the context of adjacent commercial premises and operations. As such, this proposal is considered to accord with NPPF Policy DP3, Local Plan Policy D1 and the Council's adopted design guidance within the Advertisements SPD.

NPPF Policy DP3(3) establishes that substantial weight should be given to compliance with relevant development plan policies when assessing the design quality of proposals.

As such, substantial weight is attributed to compliance with NPPF Policy DP3, Local Plan Policy D1 and the Council's adopted design guidance within the Advertisements SPD in favour of this proposal and its approval.

This proposal is therefore considered to conserve or enhance the character and appearance of grade II-listed and local listed heritage assets in accordance with Section 66(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 and would comply with NPPF Section 20: Conserving and enhancing the historic environment, NPPF Policy DP3: Key principles for well-designed places, and Local Plan Policies HE1: The Historic Environment, HE3: Developments affecting Historic Buildings, and D1: High Quality Design and Placemaking and is considered acceptable regarding its impact on design, heritage and visual amenity.

Impact on Residential Amenity, Health and Pollution Control

This proposal is retrospective and the installed signage is non-illuminated. As such, it is not anticipated that local residents would experience some temporary disruption and nuisance during construction works, nor impacts through increased light pollution. As such, this proposal is considered to accord with NPPF Policy P3 and Local Plan Policies GD1 and POLL1. Modest weight is attributed in this regard in favour of this proposal and its approval.

This proposal is therefore considered to comply with NPPF Policy P3: Living conditions and pollution, and Local Plan Policy GD1: General Development and Local Plan Policy POLL1: Pollution Control and Protection and is considered acceptable regarding its impact on residential amenity, health and pollution control.

Impact on Highways

The retrospective signage – whilst large – would be proportionate to the scale of the application building and similar in scale and appearance (including colour) to signage located on the adjacent Gem Imports and EVRi Hub premises. Whilst the fascia signage can be seen from significant distances within the local and surrounding areas, the signage is limited to what is deemed necessary to identify the premises and is non-illuminated.

Highways Development Control colleagues were consulted; and it was stated that this proposal is not considered to result in any adverse impact on the public highway or highway safety. As such, there are no grounds to otherwise justify a refusal under the provision(s) of NPPF Policy TR6 and this proposal is considered to accord with Local Plan Policy T4. Modest weight is attributed in this regard in favour of this proposal and its approval.

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

Planning Balance and Conclusion

NPPF Policy DM3(f): Determining development proposals establishes that local planning authorities should not refuse applications for development which should clearly be approved, having regard to their accordance with the development plan, the policies in this Framework and any other material considerations.

NPPF Policy S4(1): Principle of development within settlements establishes that development proposals within settlements should be approved unless the benefits of doing so would be substantially outweighed by any adverse effects, when assessed against the national decision-making policies in this Framework.

In this instance, the retrospective development has been carried out within the settlement of Hoyland and is considered to accord with the relevant national and local planning policies and guidance giving substantial, significant and modest weight to specific elements in favour of this proposal and its approval.

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 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 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.

