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| <b>Application Reference Number:</b> | 2025/0689. |
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| <b>Application Type:</b> | <i>Advertisement Consent.</i> |
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| <b>Proposal Description:</b> | <i>Repositioning of 2no. existing 48 sheet paper and paste advertising displays.</i> |
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| <b>Location:</b> | <i>Land adjacent to 1 Grange Lane, Stairfoot, Barnsley, S71 5AA.</i> |
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| <b>Applicant:</b> | <i>Wildstone Capital Ltd.</i> |
|-------------------|-------------------------------|

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|-------------------------------------|--------------|----------------|--|
| <b>Third-party representations:</b> | <i>None.</i> | <b>Parish:</b> |  |
|-------------------------------------|--------------|----------------|--|

|              |                   |
|--------------|-------------------|
| <b>Ward:</b> | <i>Stairfoot.</i> |
|--------------|-------------------|

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| <p><b>Summary:</b></p> <p>The applicant is seeking advertisement consent for the re-positioning of 2no. existing 48-sheet paper and paste advertising displays.</p> <p>The submitted drawing(s) [3107-PA-04] indicate that the existing displays would be removed before new paper and paste displays would be erected in their re-located positions.</p> <p>The proposal would have no adverse impact on highway safety, residential or visual amenity and trees 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), and advertisement consent should be granted subject to conditions.</p> <p>Recommendation: <b>APPROVE subject to conditions.</b></p> |
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## Site Description

This application relates to existing advertisement displays located on the west side of Grange Lane adjacent to a row of terraced dwellinghouses to the north and areas of dense vegetation to the south and west. A footbridge forming part of the Trans-Pennine Trail and Stairfoot roundabout are located to the south. The existing paper advertisement displays are positioned parallel with the adjacent public highway and in line with the existing timber fence. The advertisements adopt a traditional style for similar displays of this type and are elevated from the ground with a black vertical timber-boarded structure below.



## Planning History

| Application Reference | Description   | Status            |
|-----------------------|---|-------------------|
| 2021/0470             | Upgrade of two existing 48 sheet adverts to support digital poster. | Appeal dismissed. |

## Proposed Development

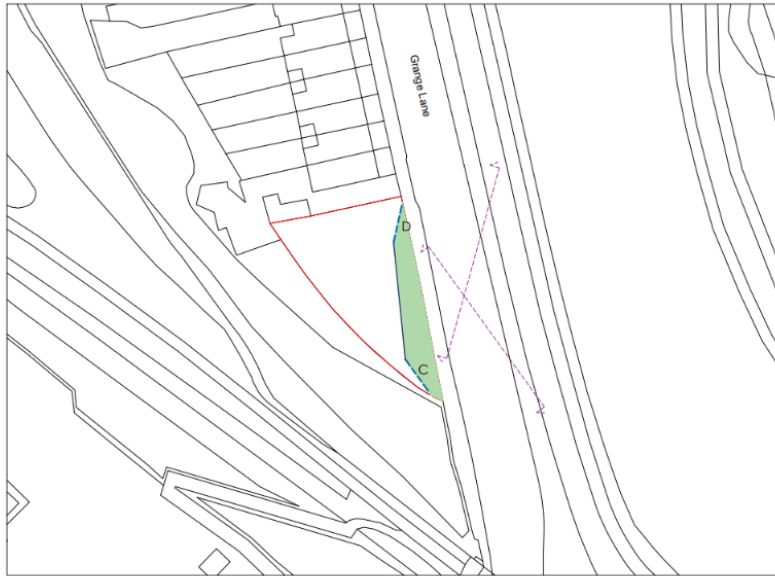
The applicant is seeking advertisement consent for the re-positioning of 2no. existing 48-sheet paper and paste advertising displays.

The submitted drawing(s) [3107-PA-04] indicate that the existing displays would be removed before new paper and paste displays would be erected in their re-located positions.

Display A shown on the submitted drawing(s) [3107-PA-02] would be set further back from the back edge of the adjacent footpath and re-orientated to face north-east towards southbound traffic and is shown as Display C on the submitted drawing(s) [3107-PA-03 and 3107-PA-04].

Display B shown on the submitted drawing(s) [3107-PA-02] would be set further back from the back edge of the adjacent footpath and re-orientated to face south-east towards northbound traffic and is shown as Display D on the submitted drawing(s) [3107-PA-03 and 3107-PA-04].

The replacement displays would be a like-for-like replacement with the elevation above ground being increased to 1.8-metres-high.



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**Title**  
Proposed Site Plan

**Address**  
Grange Lane, Barnsley, S71 5AA

**Client**

**Job No.** 3107 **Issued** 29/09/25

**Scale**  
1:100 @ A3

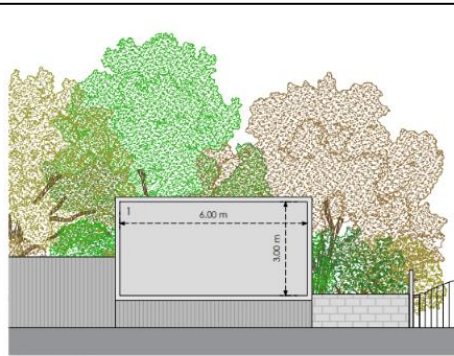
**Key**  
1. Site Boundary  
2. Proposed Panel and  
Face Panel  
3. Elevation Line

All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction.

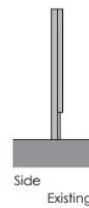
3107 | PA | 03



Front Panel A



Front Panel B



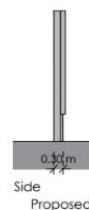
Side Existing



Front Panel C



Front Panel D



Side Proposed



**Title**  
Existing and Proposed Elevations

**Address**  
Grange Lane, Barnsley, S71 5AA

**Client**

**Job No.** 3107 **Issued** 29/09/25

**Scale**  
1:100 @ A3

**Key**  
1. Existing Advertising Panel to be Removed  
2. Proposed Paper and Face Panel

All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction.

3107 | PA | 04

## 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 in the adopted Local Plan. Therefore, 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.*
- *Policy BIO1: Biodiversity and Geodiversity.*

### 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.*
- *Section 15: Conserving and enhancing the natural environment.*

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

While 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 planning 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 19<sup>th</sup> September 2025.

No representations were received.

## Consultations

|                              |   |
|------------------------------|---|
| Local Ward Councillors       | <i>No comment(s) received.</i>                  |
| Forestry Officer             | <i>No objection(s) subject to condition(s).</i> |
| Highways Development Control | <i>No objection(s).</i>                         |
| Pollution Control            | <i>No objection(s).</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

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.

This application has been submitted in preparation of future infrastructure improvement works to the Stairfoot roundabout and surrounding area. To accommodate these improvement works, the existing advertisement displays need to be re-positioned.

### Impact on Visual Amenity

The proposal would involve the re-positioning of two existing 48-sheet paper advertisement displays. The submitted drawing(s) [3107-PA-04] indicate that the existing displays would be removed before new paper and paste displays would be erected in their re-located positions. The replacement paper and paste displays would be like-for-like replacements with the elevated position above ground being increased to 1.8-metres-high.

Considering the above, it is not anticipated that the proposal would significantly adversely affect the character of the street scene, and following future highway improvement works, the proposal is likely to have a similar impact as existing.

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 Trees

Areas of dense vegetation are located to the south and west of the existing advertisement displays and include several trees.

This application is supported by an Arboricultural Report, and a Tree Protection Plan which sets out that one early mature tree (T256) would be removed and a number of other young and semi-mature trees and groups (G250, G252, 7253, T254 and T255) would be protected with some minor pruning works.

The Council's Forestry Officer was consulted on this application; and it was stated that the amended tree protection measures and tree works specifications now detail how the trees immediately adjacent to the paper advertisement displays would be managed and protected during any works. The proposal put forward is appropriate and proportionate to both the nature of the works proposed and the trees present. The proposal is therefore considered acceptable from an arboricultural perspective and no objections were raised.

*The proposal is therefore considered to comply with Local Plan Policy BIO1: Biodiversity and Geodiversity and is considered acceptable.*

### Impact on Residential Amenity

The proposal would involve the re-positioning of two existing 48-sheet paper advertisement displays. The submitted drawing(s) [3107-PA-04] indicate that the existing displays would be removed before new paper and paste displays would be erected in their re-located positions. The replacement paper and paste displays would be like-for-like replacements with the elevated position above ground being increased to 1.8-metres-high. The advertisement displays would not be significantly closer to nearby residential properties compared with their current position.

Considering the above, it is not anticipated that the proposal would significantly adversely affect the amenity of the occupants of nearby residential properties, and following future highway improvement works, the proposal is likely to have a similar impact as existing.

It is acknowledged that there could be some disruption and nuisance caused to people in the locality during construction works. However, any impact is anticipated to only be temporary and construction hours will be controlled by condition.

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 states 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 proposal would involve the re-positioning of two existing 48-sheet paper advertisement displays. The submitted drawing(s) [3107-PA-04] indicate that the existing displays would be removed before new paper and paste displays would be erected in their re-located positions. The replacement paper and paste displays would be like-for-like replacements with the elevated position above ground being increased to 1.8-metres-high.

Highways Development Control colleagues were consulted; and no objections were received.

The Local Planning Authority has no reason to disagree with the professional opinions of Highways Development Control colleagues in this instance, and the 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.*

### Other Matters

The Applicant seeks consent for a 10-year advertisement period. While uncommon, a local planning authority does have discretion to grant consent for longer or shorter periods.

It is understood that a longer advertisement period is required to account for implementation of works and likely disruption because of planned highway improvement works in the Stairfoot area, in which the approval of this application would help to accommodate. Given the specific circumstances in this instance, it is not considered unreasonable to grant a longer advertisement period.

The advertisement period is to begin on completion and commencement of the repositioned existing digital advertising displays.

### 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 national and local 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.**

In dealing with the application, the Local Planning Authority (LPA) has worked with the applicant to find solutions to the following issues that arose whilst dealing with the planning application:

*To provide additional Arboricultural details.*

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.