

Application Reference Number:	2026/0129.
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Application Type:	<i>Advertisement Consent.</i>
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Proposal Description:	<i>Display of various illuminated and non-illuminated signage at the premises.</i>
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Location:	<i>Pentagon Chery, Plot 4, Claycliffe Road, Barugh, Barnsley, S75 1LR.</i>
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Applicant:	<i>UMDASCH.</i>
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Third-party representations:	<i>None.</i>	Parish:	
		Ward:	<i>Darton West.</i>

Summary:

The applicant is seeking advertisement consent to display of various illuminated and non-illuminated signage at the premises.

The proposal is not considered to have an 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.**

Site Description

This application relates to the existing Pentagon Chery car sales showroom located on the east side of Claycliffe Road (A637) and in an area that is a mix of commercial, industrial and residential uses. The nearest residential properties are located to the west of the northbound carriageway of Claycliffe Road and are largely screened by an established tree line. The development site is accessed from the south off Whaley Road and via the adjacent Pentagon Peugeot premises. The development site benefits from various existing fascia, totem and flag advertisements. Similar signage can be seen to other commercial premises in the locality.



Planning History

There is an extensive planning history associated with this development site, but the most recent and relevant application is:

Application Reference	Description	Status
2023/0626	Display of various illuminated and non-illuminated signage at the premises.	Approved.

Proposed Development

The applicant is seeking advertisement consent to display of various illuminated and non-illuminated signage at the premises.

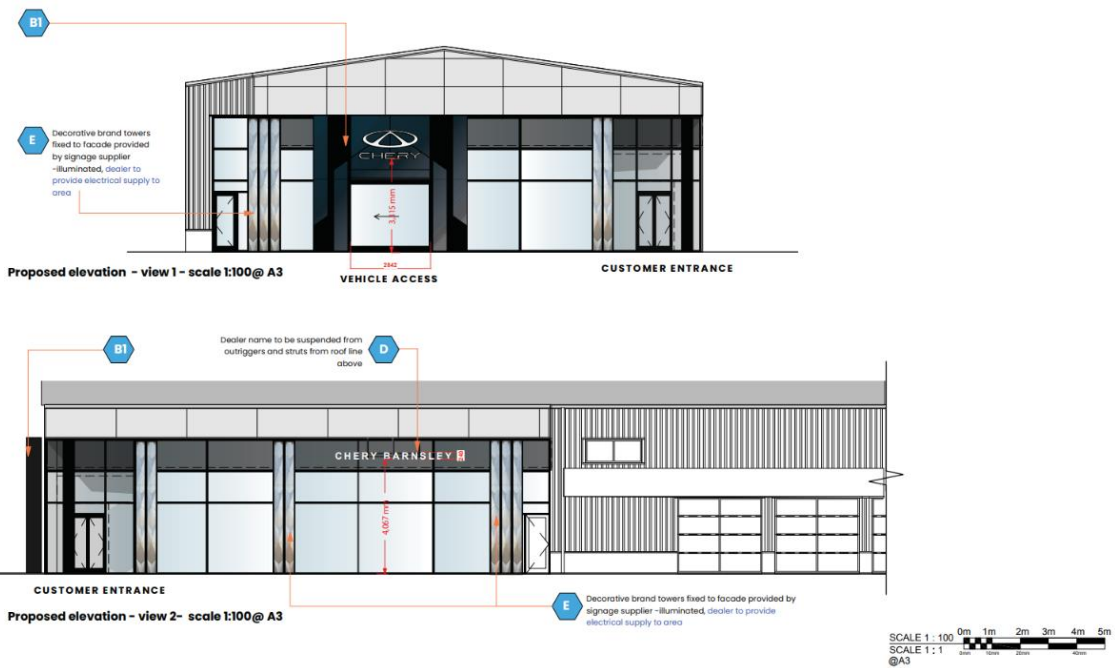
The proposal includes the installation of an entrance sign (B1) and decorative perforated aluminium panel ribbons (E) in a black, blue and gold champagne colour scheme on the south-west elevation.

A fascia sign (D) and additional decorative perforated aluminium panel ribbons (E) would be installed on the south-east elevation.

The entrance sign logo (B1) would be internally illuminated at 300 cd/m².

The decorative perforated aluminium panel ribbons (E) would be internally illuminated at 280 cd/m².

The fascia sign (D) would be internally illuminated at 300 cd/m².



No. 32714vPL01	Client Chery	Created 17-02-26	Typeface Calibri Bold	<small>Omega Signs Limited Newmarket Approach, Leeds, LS2 9DQ 0113 240 3000 info@omega-signs.co.uk www.omega-signs.co.uk</small>
Issue 01 - 17-02-26	Project Barnsley	Designer P Gibson	Colours	
Page 04 of 07	Location	Approved S Williams		
omega signs				



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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.*

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

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 4th April 2026.

No representations were received.

Consultations

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

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 proposed signage would be installed on an existing car sales showroom premises located in an area characterised by various commercial and industrial uses with various signage.

The application premises benefits from existing fascia, totem and flag signage, and similar signage can be seen to other commercial premises in the locality.

The proposed signage would be modest in scale and would adopt a consistent design, appearance and colour scheme that would sufficiently identify the premises reflecting unified corporate branding.

The proposed signage would not give rise to a cluttered or overly commercial appearance, nor would they detract from the design of the premises or character of the street scene given existing signage and the existing character of the area.

As such, the proposed signage is considered to be of a good standard of design with an appropriate proposed illumination level for their setting in accordance with adopted design guidance.

Considering the above, 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 application premises is located some 50 metres to the east of the nearest residential properties located on Kelby Croft and Dovebush Way.

In the context of passing traffic, street lighting, and the commercial and industrial nature of the area, it is not anticipated that the proposal would contribute to significant increased determinantal impacts on the amenity of local residents, especially because some impact should be expected from the day-to-day operations of local businesses, the proposal would adopt a restrained illumination level which would be appropriate for and consistent with their setting, and an established tree line would continue to provide some screening and mitigation.

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

The application premises is set back from the highway of Claycliffe Road (A637).

The proposed signage would be installed on an existing car sales showroom premises located in an area characterised by various commercial and industrial uses with various signage.

The proposed signage would adopt a restrained illumination level that is within recommended levels.

In the context of passing traffic, street lighting, and the commercial and industrial nature of the area, it is not anticipated that the proposal would contribute to significant increased determinantal impacts that could otherwise be prejudicial to highway safety.

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

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, the proposal complies with the relevant local and national planning policies and guidance. As such, 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.

Conditions:

1. The development hereby approved shall be carried out strictly in accordance with the plans:

Location Plan.

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and specifications as approved unless required by any other conditions in this permission.

Reason: In the interests of the visual amenities of the locality and in accordance with Local Plan Policy D1: High Quality Design and Place Making.

2. The proposed entrance sign (B1) hereby permitted shall not exceed the proposed maximum illuminance levels of 300 cd/m².
Reason: To reduce or remove adverse impacts on health and quality of life, especially for people living and/or working nearby, in accordance with Local Plan Policy POLL1: Pollution Control and Protection.
3. The proposed fascia sign (D) hereby permitted shall not exceed the proposed maximum illuminance levels of 300 cd/m².
Reason: To reduce or remove adverse impacts on health and quality of life, especially for people living and/or working nearby, in accordance with Local Plan Policy POLL1: Pollution Control and Protection.
4. **The** decorative perforated aluminium panel ribbons (E) hereby permitted shall not exceed the proposed maximum illuminance levels of 280 cd/m².
Reason: To reduce or remove adverse impacts on health and quality of life, especially for people living and/or working nearby, in accordance with Local Plan Policy POLL1: Pollution Control and Protection.

Informative(s):

1. The granting of planning permission does not in any way infer that consent of the landowner is given. Therefore, the consent of all relevant landowners is required before proceeding with any development, including that of the Council as landowner.

If it should transpire that the applicant does not own any of the land included in this consent, then it is the responsibility of the applicant to seek all necessary consents and approvals of the landowner.

2. It is recommended that measures are taken to prevent a nuisance/ or effect the quality of life of local residents. Please note that the Council's Pollution Control Team have a legal duty to investigate any complaints about noise, smoke or dust. No waste should be burnt. If a statutory nuisance is found to exist, they must serve an Abatement Notice under the Environmental Protection Act 1990. Failure to comply with the requirements of an Abatement Notice may result in a fine of up to £20,000 upon conviction in Magistrates' Court. It is therefore recommended that you give serious consideration to the steps that may be required to prevent a noise, dust or smoke nuisance from being created.