

Application Reference Number:	2025/0735
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Application Type:	<i>Advertisement Consent.</i>
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Proposal Description:	<i>Repositioning of 2no. existing 48-sheet digital advertising displays (Amended Description).</i>
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Location:	<i>Advertisement Right 030701 and 327801, Wombwell Lane, Stairfoot, Barnsley, S70 3NT.</i>
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Applicant:	<i>Wildstone Capital Ltd.</i>
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Third-party representations:	<i>None.</i>	Parish:	
		Ward:	<i>Stairfoot.</i>

<p>Summary:</p> <p>The applicant is seeking advertisement consent for the re-positioning of two existing 48-sheet digital advertising displays. The existing advertising displays would be re-positioned northeast approximately 7.4 metres.</p> <p>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), and advertisement consent should be granted subject to conditions.</p> <p>Recommendation: APPROVE subject to conditions.</p>

Site Description

This application relates to existing advertisement displays located on the northeast side of Wombwell Lane (A633) and an area of land immediately to the rear forming part of the forecourt of the adjacent M D Car Sales. To the north, east and southeast is the Trans-Pennine Trail, and to the south is an MOT centre and various other commercial premises. The nearest residential property is located 71 metres to the southeast at 64 Wombwell Lane. The existing advertisement displays are illuminated and are positioned to face oncoming traffic in both directions. The advertisements adopt a traditional style for digital displays suspended on a pedestal to provide visibility.



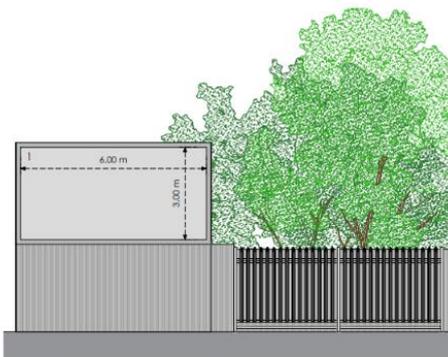
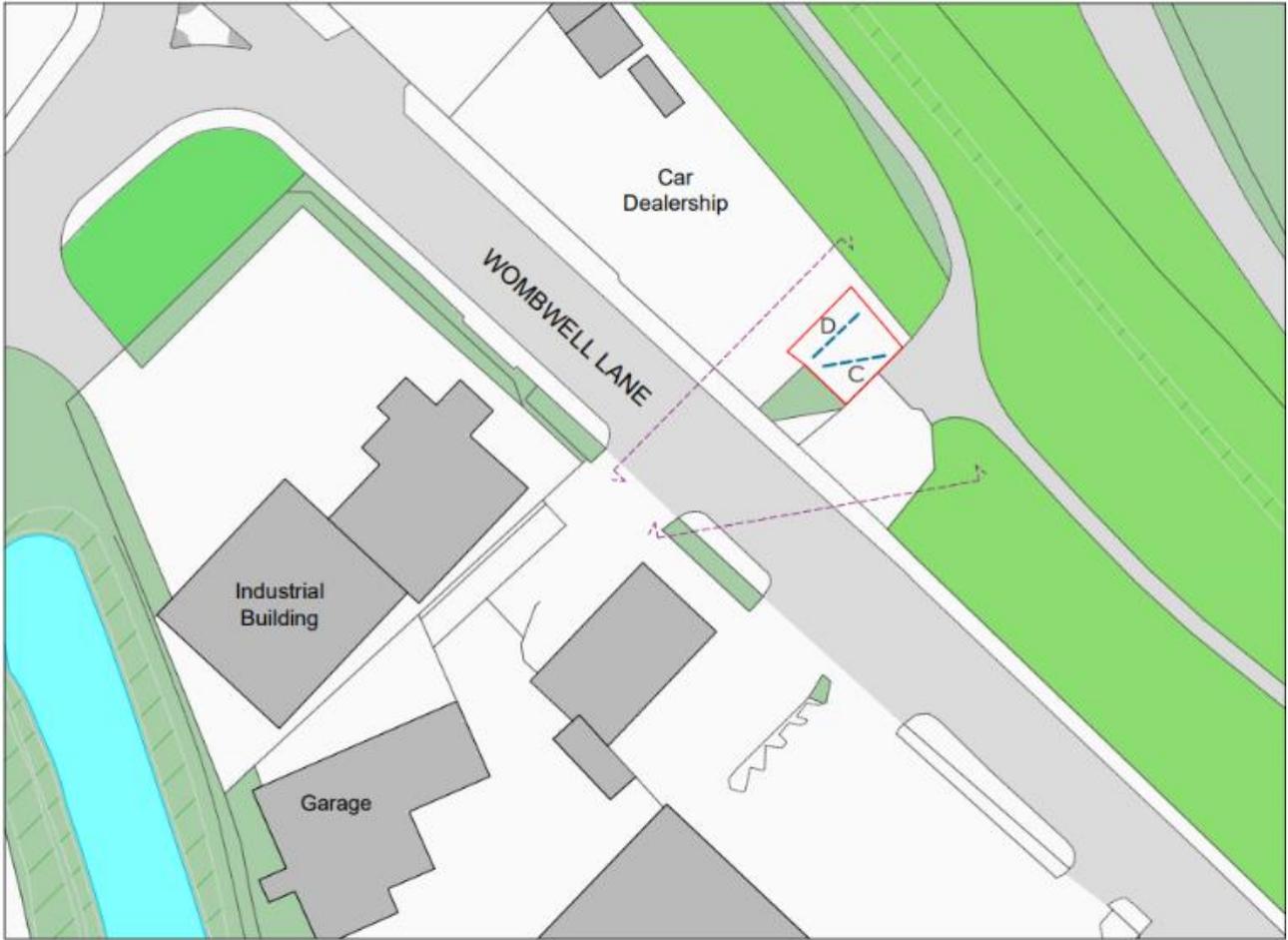
Planning History

The most recent and relevant applications associated with the development site are:

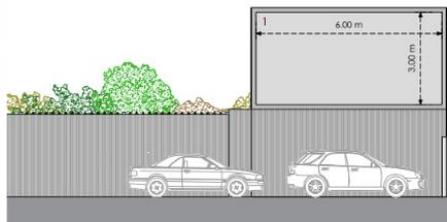
Application Reference	Description	Status
2019/1523	Replacement of 1no. existing illuminated 48-sheet advertisement display and 1no. non-illuminated 48-sheet advertisement display with 2no illuminated 48-sheet digital advertisement displays.	Approved.
2025/0942	Change of use of land to commercial car sales including the relocation of existing security fencing to new site boundary.	Under consideration.

Proposed Development

The applicant is seeking advertisement consent for the re-positioning of 2no. existing 48-sheet paper and paste advertising displays. The existing advertising displays would be re-positioned northeast approximately 7.4 metres.



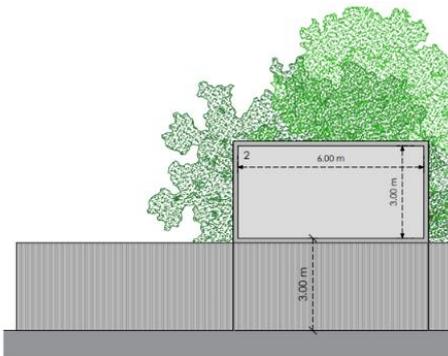
Front Panel A



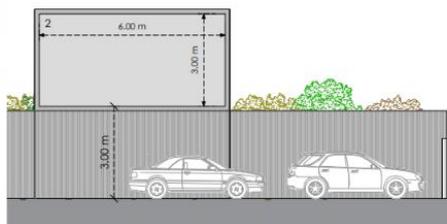
Front Panel B



Side Existing



Front Panel C



Front Panel D



Side Proposed



Title
Existing and Proposed Elevations

Address
Land at Wombwell Lane, Starfoot,
Barnes, S17 3JL

Client

Job No. 16259 **Issued** 04/07/25

Scale
1:100 @ A3

Key

1. Existing Advertising Panel to be Removed
2. Proposed Digital Display

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.

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, expiring 3rd October 2025.

No representations were received.

Consultations

Highways Development Control	<i>No objection(s) subject to condition(s).</i>
Pollution Control	<i>No objection(s).</i>
Public Rights of Way	<i>No objection(s).</i>
Forestry Officer	<i>No objection(s).</i>
Local Ward Councillors	<i>No comments 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.

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. It is therefore proposed that the advertisement be re-positioned approximately 7.4 metres to the northeast into an area of hard surfaced land that forms part of the forecourt of the adjacent M D Car Sales. A separate planning application has been made for the change of use of existing greenspace land immediately north of the forecourt to compensate for the loss of the existing car sales forecourt space should this application be approved. Therefore, this application should also be considered in conjunction with application 2025/0942.

Impact on Visual Amenity

The proposal would involve the re-positioning of two existing 48-sheet digital advertisement displays. There would be no other alterations made to the existing displays. As such, it is not considered that the proposal would significantly adversely affect the character of the street scene, and following the highway improvement works, the proposal is likely to have a similar impact as existing.

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 Trees

An Arboricultural Report submitted under application 2025/0942 indicates a Goat Willow tree (T31) within the adjacent greenspace overhanging the development site. The re-positioning of the existing advertisement displays would conflict with this tree and require significant pruning works to allow the development to proceed that could result in the tree becoming unviable. As such, it is proposed that T31 would be removed and a replacement planting scheme secured as part of development works proposed under application 2025/0942. Potential arboricultural impacts are to be considered in more detail under application 2025/0942. Nevertheless, given the likely prospect of a replacement tree of a higher quality specimen, it is considered that the loss of T31, and by association the re-positioning of the existing advertisement displays, is acceptable in this instance. The Council's Forestry Officer was consulted, 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 digital advertisement displays. The nearest residential property is located approximately 71 metres to the southeast at 64 Wombwell Lane. As such, it is not considered that the proposal would be significantly detrimental to the amenity of nearby residents, especially as any potential impact is likely to be maintained at existing levels.

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

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. Highways Development Control were consulted, and while the advertising displays would be re-positioning approximately 7.4 metres northeast, it is stated that on completion of the Stairfoot improvement scheme, the displays would effectively be in the same position to the public highway as existing. The planned highway layout would not result in changes to the relationship between vehicular movements and the position of the displays. As such, no objections were raised from a Highways Development Control perspective.

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 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 and therefore, 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. Advertisement consent should 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. This consent is granted for a limited period of 10 years from the date of the repositioning of the existing digital advertising displays hereby permitted having been completed, at which time the advertisement displays hereby permitted shall cease, and all materials and fixings associated with the advertisements shall be removed from the land and the site reinstated to its former condition, unless a further application for consent has been submitted to and approved by the Local Planning Authority. Upon completion of the repositioning of the existing digital advertising displays hereby permitted, written notification shall be made to the Local Planning Authority confirming the date of completion and commencement of the advertisements.

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

16259 PA 03 Proposed Site Plan.

16259 PA 04 Existing and Proposed Elevations.

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.

3. In daylight hours, the maximum luminance of the digital advertisements hereby approved shall not exceed the recommended maximum daytime luminance values set out in Table 10.5 within the Institution of Lighting Professionals – Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m^2 .

Reason: In the interest of highway safety and in accordance with Local Plan Policy T4: New Development and Transport Safety.

4. The night-time illumination (defined by the period after the sun has set) of the digital advertisements hereby approved shall be restricted to 300cd/m^2 .

Reason: In the interest of highway safety and in accordance with Local Plan Policy T4: New Development and Transport Safety.

5. The proposed development hereby approved shall comply with the following restrictions:

No individual advertisement(s) displayed on the LED panel shall contain moving images, animation, video or full motion images or any images that resemble road traffic signs, traffic lights or traffic matrix signs.

No individual advertisements shall be displayed for a duration of less than 10 seconds.

Controls shall be in place to ensure smooth uninterrupted transition of images displayed on the panels, the interval between successive advertisements shall be no greater than 1 second and the complete display shall change without visual effects.

The display panels shall be fitted with a light sensor, designed to automatically adjust the brightness to accord with changes in ambient light levels.

A mechanism shall be in place so that if the installation breaks down, it defaults to a black screen to avoid any flashing error messages or pixilation.

Reason: In the interest of highway safety and in accordance with Local Plan Policy T4: New Development and Transport Safety.

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. A public right of way (Barnsley BW 429 - The TPT) runs alongside the proposed site. Safe public access on the right of way should remain available at all times, with no obstruction of or encroachment onto the width of the path and no building debris, storage of materials or parked vehicles limiting access at any time. Appropriate measures should be taken to protect the public, including fencing if necessary. If safe public access is not possible at any time then a temporary closure must be arranged, providing at least 4 weeks' notice and details of how public access will be managed. For further information contact publicrightsofway@barnsley.gov.uk.