

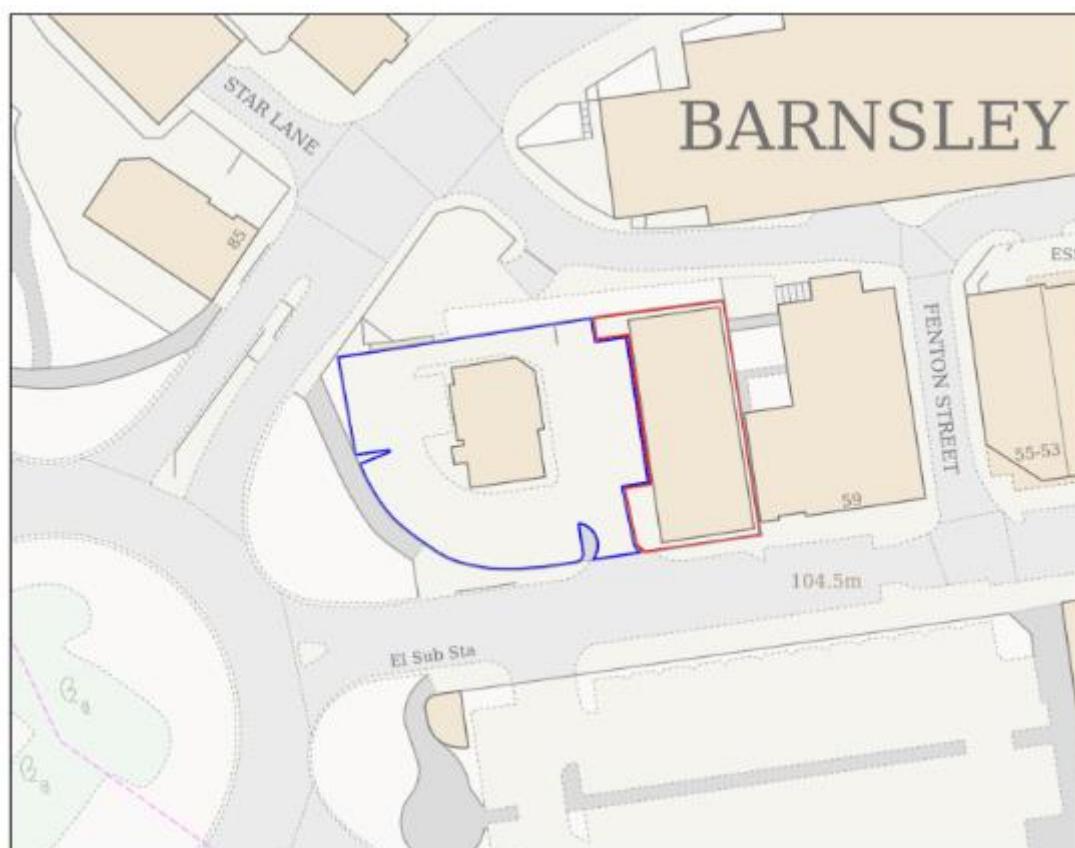
Application Reference Number:		2026/0760.	
Application Type:		Advertisement Consent.	
Proposal Description:		Installation of illuminated fascia and hanging signs and graphic vinyls.	
Location:		Taco Bell, Peel Street, Barnsley, S70 2RL.	
Applicant:		QFM Group.	
Third-party representations:	None.	Parish:	
		Ward:	Central.

Summary: 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. In this instance, this proposal is considered acceptable in respect of its potential impacts on visual amenity, residential amenity, health and pollution control, and highway safety in accordance with NPPF Policies DP3, P3, and TR4, and Local Plan Policies D1, GD1, POLL1 and T4, and is attributed substantial, significant and moderate weight in favour, in accordance with national decision-making policies and planning judgement. The benefits of approving this development would not be substantially outweighed by any adverse effects, when assessed against the national decision-making policies, to otherwise justify a refusal in accordance with NPPF Policy S4. For the reasons given above, and taking all other matters into consideration, this proposal conforms with all relevant national and local planning policies and supplementary guidance. Planning permission should therefore be granted subject to the necessary condition(s) without delay in accordance with NPPF Policy S3(1)(c). Recommendation: APPROVE subject to conditions.
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Site Description

This application relates to a two-storey commercial premises comprising multiple units located on Peel Street within Barnsley Town Centre. The premises is located to the east of the KFC drive thru and to the north-west of Lidl and Home Bargains. Job Centre Plus is located to the east and adjacent to the application premises. Townend Roundabout is located to the west seeing several minor and A-roads converge. Peel Street (including Peel Street Arcade) is a primary shopping area in Barnsley Town Centre and comprises a mix of uses, including hot food takeaways, restaurants, convenience stores and a supermarket, a job centre, retail stores, a dentist, hair salons, barbers, and bars. There are dedicated parking spaces on both sides of Peel Street (including loading and disabled spaces). There is a car park serving the Lidl and Home Bargains premises opposite with a dedicated car park serving the application premises and the adjacent KFC drive thru. Additional multi-storey car parks located to the north-east and north-west of the development site are accessed off Peel Parade and Shambles Street respectively. Shambles Street, Racecommon Road, Dodworth Road and Summer Lane all provide access to regular bus services within the local area and within walking and wheeling distance of the development site.

The application premises is constructed of brickwork with a shallow hipped roof with a parapet giving the illusion of a flat roof from street level. The application premises comprises four units following the approval of 2026/0583 with ground level glazed frontages to the south and west elevations. A continuous strip of fascia signage is above the ground level frontages on the south and west elevations. The application premises is accessed off Peel Street with existing car parking arrangements shared with the adjacent KFC drive thru.



Planning History

2013/1298	Subdivision of former A1 premises into 3no. A3/ (A5 ancillary) premises including new shop frontages.	Approved.
2014/1031	Conversion of existing elevations to include new doorways, new windows to ground and first floor to subdivide into 4 units.	Approved.
2026/0583	Variation of condition 2 (Approved Plans) of application ref: 2014/1031: Conversion of existing elevations to include new doorways, new windows to ground and first floor to subdivide into 4 units.	Approved.

Proposed Development

This application seeks advertisement consent for the installation of illuminated fascia and hanging signs and graphic vinyls.

This proposal shows the removal of the existing Taco Bell signage and the installation of replacement fascia and projecting signage to reflect updated corporate branding comprising a black fascia, white text and a purple brand logo. The proposed fascia signage would be internally illuminated with a maximum illuminance level of 600cd/m². The proposed projecting signage would be internally illuminated with a maximum illuminance level of 500cd/m². New window manifestations would be installed on the south and west elevations.

This proposal shows the installation of new fascia signage, a new hanging neon sign, and graphic vinyls to unit 3. The proposed fascia signage would comprise black fascia with a red-orange 'J.I.M' brand logo and white 'JOY IN MOVEMENT' text and would be internally illuminated with a maximum illuminance level of 600cd/m². The proposed neon sign would be suspended from the ceiling inside the unit and would have a maximum illuminance level of 500cd/m². A red-orange vinyl would be applied to the entrance door.

This proposal shows new and replacement non-illuminated signage to existing totem and free-standing signs off Peel Street and Shambles Street.

This proposal also shows indicative locations for new fascia and projecting signage to two units (units 2 and 4).

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 located in the Urban Barnsley settlement in Barnsley Town Centre and within the Westgate and Churchfields District.

The following Local Plan policies are therefore 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.*

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) 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 in the main body of the NPPF. 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.*

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.

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).

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 posted nearby which expired 6th October 2026.

No representations were received.

Consultations

Local Ward Councillors	<i>No comment(s) received.</i>
Highways Development 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

NPPF Policy S3(1): Presumption in favour of sustainable development establishes that decisions on development proposals should apply a presumption in favour of sustainable development. This means that NPPF Policy S4 should be applied when considering development proposals within settlements; and in all locations, development proposals that accord with both an up-to-date development plan and the decision-making policies in the NPPF should be approved without delay.

In this instance, the development site is located within the Urban Barnsley settlement and therefore NPPF Policy S4 is applicable.

NPPF Policy S4(1): Principle of development within settlements establishes: 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 (NPPF).

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 an assessment of the following matters.

Impact on Visual Amenity

NPPF Policy DP3(1): Key principles for well-designed places establishes development proposals should respond to their context so that they integrate with and enhance their surroundings. This should not preclude innovation or change where appropriate.

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.

Local Plan Policy D1: High Quality Design and Placemaking, establishes support would be given to development if proposals would achieve a high quality of design and would respect, take advantage of, and reinforce the distinctive local character and features of Barnsley.

In this instance, the proposed signage would be installed on existing established commercial units within Barnsley Town Centre. The immediate surrounding area is principally commercial in nature with surrounding commercial premises benefiting from various non-illuminated and illuminated signage of various scale and design.

The proposed replacement fascia and projecting signage to the Taco Bell unit would adopt updated corporate branding and would be of a similar scale and placement on the premises as the existing signage. The proposed replacement signage would be limited to what is necessary to identify the premises and would adopt a restrained maximum illuminance level that would be appropriate for a commercial setting.

The proposed new fascia, hanging neon and vinyl signage to unit 3 would adopt an appropriate scale, design and placement on the premises. The proposed signage would be limited to what is necessary to identify the premises and would adopt a restrained maximum illuminance level that would be appropriate for a commercial setting.

The proposed new and replacement non-illuminated signage to the existing totem and free-standing signs off Peel Street and Shambles Street would reflect individual corporate branding and would be cohesive with the corresponding signage to the respective commercial units.

The proposed approach overall would introduce a more cohesive and harmonious scheme compared to the existing signage which appears somewhat mismatched and unconnected, which is welcome. This proposal is not considered to result in an overtly aggressive commercial appearance when viewed within the context of surrounding commercial premises and associated signage and other advertisements. 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 comply with NPPF Policy DP3: Key principles for well-designed places and Local Plan Policy D1: High Quality Design and Placemaking and is considered acceptable regarding its potential impact on visual amenity.

Impact on Residential Amenity, Health and Pollution Control

NPPF Policy P3(1): Living conditions and pollution establishes: Development proposals should be appropriate for their location, taking into account the likely effects (including cumulative effects) of pollution on health, living conditions and the natural environment, whether these effects are on or off-site; and whether this is as a result of the development itself or the product of preexisting conditions in its vicinity. Within this context development proposals should accord with NPPF Policy P3(2) (a-f) where applicable.

Local Plan Policy GD1: General Development, indicates that support will be given to development if there will be no significant adverse impact on the living conditions and residential amenity of existing and future residents, and the development would be compatible with neighbouring land and will not significantly prejudice the current or future use of the neighbouring land.

Local Plan Policy POLL1: Pollution Control and Protection, establishes that support will be given to development if it is demonstrated that proposals would not be likely to result, directly or indirectly, in an increase in air, surface water and groundwater, noise, smell, dust, vibration, light or other pollution which would unacceptably affect or cause nuisance to the natural and built environment or to people.

The proposed new and replacement signage would adopt a restrained maximum illuminance level within an area that is principally commercial in nature. As such, it is not anticipated that this proposal would contribute to significant light pollution impacts that may otherwise be detrimental to the amenity of nearby residents.

Considering the above, this is considered to weigh significantly 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 Policies GD1: General Development and POLL1: Pollution Control and Protection and is considered acceptable regarding its potential impact on residential amenity, health and pollution control.

Impact on Highways

NPPF Policy TR6(4): Assessing transport impacts establishes that development proposals should be refused if they would have a severe adverse impact on the transport network (in terms of capacity and congestion, including cumulative impacts), or an unacceptable impact on highway safety; taking into account any mitigation measures proposed as well as any wider network improvements, including measures to support sustainable patterns of movement. This applies both during the construction phase and following completion.

In this instance, the proposed signage would be installed on existing established commercial units within Barnsley Town Centre. The immediate surrounding area is principally commercial in nature with surrounding commercial premises benefiting from various non-illuminated and illuminated signage of various scale and design.

Highways Development Control colleagues were consulted; and it was stated that this proposal would not create conflict with existing traffic signage or urban traffic control facilities. As such, no objections were received.

This proposal is therefore considered to accord with NPPF Policy TR4 and Local Plan Policy T4. It is not considered that this proposal would have a severe impact on the transport network (in terms of capacity and congestion, including cumulative impacts) or an unacceptable impact on highway safety to otherwise justify a refusal in accordance with NPPF Policy TR6.

Considering the above, this is considered to weigh moderately in favour of this proposal and its approval.

This proposal is therefore considered to comply with NPPF Policy TR4: Street design, access and parking, and Local Plan Policy T4: New Development and Transport Safety and is considered acceptable regarding its potential impact on highway safety.

Other matters

It is acknowledged that this proposal includes replacement vinyls to the existing totem and free-standing signs off Peel Street and Shambles Street which fall outside of the red line development boundary. However, the replacement vinyls would reflect changes to corporate branding and are therefore, considered to be de minimis not requiring advertisement consent and as such, do not form part of this application.

Planning Balance and Conclusion

In accordance with the provisions of NPPF Policy S3 and Local Plan Policy SD1 this proposal is considered within the context of the presumption in favour of sustainable 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.

In this instance, this proposal is considered acceptable in respect of its potential impacts on visual amenity, residential amenity, health and pollution control, and highway safety in accordance with NPPF Policies DP3, P3, and TR4, and Local Plan Policies D1, GD1, POLL1 and T4, and is attributed substantial, significant and moderate weight in favour, in accordance with national decision-making policies and planning judgement.

The benefits of approving this development would not be substantially outweighed by any adverse effects, when assessed against the national decision-making policies, to otherwise justify a refusal in accordance with NPPF Policy S4.

For the reasons given above, and taking all other matters into consideration, this proposal conforms with all relevant national and local planning policies and supplementary guidance.

Planning permission should therefore be granted subject to the necessary condition(s) without delay in accordance with NPPF Policy S3(1)(c).

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 has worked with the applicant to find solutions to the following issues that arose whilst dealing with the planning application:

- *Amendments so the submitted plans accurately reflected what was on-site and to include the totem signage off Shambles Street.*

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 permitted shall be carried out strictly in accordance with the amended plans:

JBPS-1-P300B As Proposed External Elevations received 28 September 2026.

JBPS-1-P301 As Proposed External Elevations received 28 September 2026.

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 external materials shall match those specified by the approved document(s) listed above.

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. The fascia advertisements hereby permitted shall not exceed the proposed maximum illuminance levels of 600 cd/m².

Reason: In the interests of the visual amenities of the locality and in accordance with Local Plan Policies D1: High Quality Design and Place Making and POLL1: Pollution Control and Protection.

4. The projecting and hanging advertisements hereby permitted shall not exceed the proposed maximum illuminance levels of 500 cd/m².

Reason: In the interests of the visual amenities of the locality and in accordance with Local Plan Policies D1: High Quality Design and Place Making and 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.
3. The applicant/contractor should note that to deposit mud/debris on the public highway, or anything which may cause a nuisance or possible danger to road users, is an offence under provisions of the Highways Act 1980.
4. There may be a requirement for an appropriate licence to cover any oversailing elements. It is therefore recommended that the applicant contacts the Street Works Team at the earliest opportunity to discuss this matter. The Street Works Team can be contacted on streetworks@barnsley.gov.uk or 01226 773555.

5. The indicative advertisement(s) shown on the submitted document(s) may require a separate application for advertisement consent to be made to the local planning authority.