

<b>Application reference number</b>	2025/0431
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<b>Application Type</b>	Advertisement Consent
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<b>Proposal Description:</b>	Erection of trough illuminated fascia and projecting sign
<b>Location:</b>	32 Peel Street, Barnsley, S70 2RE

<b>Applicant</b>	Mr Usman Saddiqui
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<b>Number of Third Party Reps</b>	None	<b>Parish:</b>	N/A
		<b>Ward:</b>	Central

## SUMMARY

The application seeks advertisement consent for the display of three illuminated fascia signs and one illuminated projecting sign.

Two of the fascia signs displayed over the windows would measure 3.3m by 0.37m; the third fascia sign which is nearly half round and would be displayed over the door would measure 1.85m diameter and 0.8m radius. The round projecting sign has a diameter of 0.8m, would project 0.9m and be displayed with a little over 4 metres clearance above footway level. All the signs would have trough illumination. The signs feature the corporate colours - predominantly red background with white and yellow lettering and details - of the operating company seeking to open a restaurant in the building following the recent grant of planning permission for the use.

Advertisements are acceptable in principle if the design and illumination is appropriate in scale and in keeping with the building on which it is displayed and local character; wouldn't cause any unreasonable light or other pollution; and wouldn't harm public safety and in particular the safety of pedestrian and vehicle users of the highway.

The application reflects advice given in a pre-application enquiry for the change of use and alterations to the building

The proposal would have no adverse impact on visual amenity or highway safety and is considered acceptable in policy terms.

Recommendation: **Approved subject to conditions**

## Site Description

The application relates to the frontage of a three storey, stone fronted and slate roofed building. Peel Street is a generally well occupied shopping street in the town centre. The application site and the adjoining building 30 Peel Street which was also formerly a pub both appear to have been unused for some time. To the rear of the application site is a shared parking area, and beyond that the grade 2 listed Temperance Hall which fronts onto Pitt Street

## Proposal

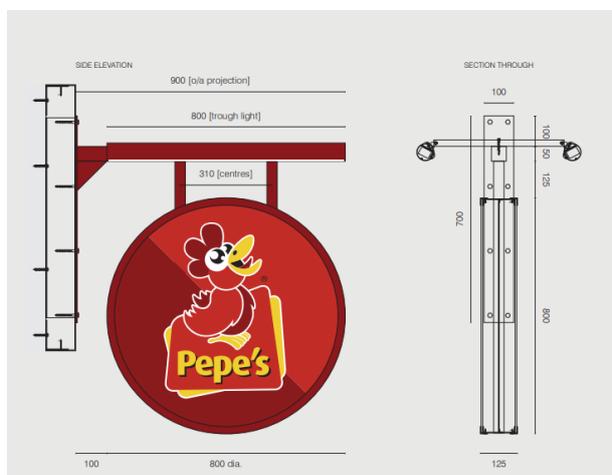
The proposal seeks advertisement consent for the display of illuminated fascia and projecting signs.

The two fascia signs displayed over the windows would measure 3.3m by 0.37m; the third fascia sign which is nearly half round and displayed over the door would measure 1.85m diameter and 0.8m radius. The round projecting sign has a diameter of 0.8m, would project 0.9m and be displayed with a little over 4 metres clearance above footway level. All the signs would have trough illumination to a level 250 candela /m<sup>2</sup>. The signs feature the corporate colours - predominantly red background with white and yellow lettering and details - of the operating company seeking to open a restaurant in the building following the recent grant of planning permission for the use.

Proposed front elevation and externally illuminated signage



Externally illuminated projecting sign



## Relevant Site History

<i>Application Reference</i>	<i>Application description</i>	<i>Status</i>
2025/0343	Change of use of the ground floor from Sui Generis nightclub / bar to Class E restaurant with installation of extract canopy to the rear and enlargement of windows to the front elevation	Granted
2020/1468	Formation of roof terrace to front at first floor level above existing flat roof and associated balustrades	Granted
B/99/1426/BA/AD	Display of illuminated signs to public house	Historic
B/88/1403/BA	Erection of extension to public house	Historic
B/82/1403/AD/BA	Externally illuminated individual letters	Historic

## Policy Context

Decisions on applications for advertisement consent are not determined under the S38/6 presumption in favour of the development plan. However, development plan policies are a material consideration, and will inform consideration of the two principal issues of public safety and amenity

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 the full Council meeting held 24th November 2022. The review determined that the Local Plan remains fit for purpose and is adequately delivering 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. The next review is due to take place in 2027, or earlier, if circumstances require it.

### Local Plan

The site is identified as being within Barnsley Town Centre and the district of Southgate within the Local Plan and as such the following policies are considered to be relevant to this application:

Policy GD1: General Development  
Policy T4: New Development and Transport Safety  
Policy D1: High Quality Design and Place Making  
Policy Poll 1: Pollution Control and Protection

### Adopted Supplementary Planning Documents relevant to this application:

Advertisements

### NPPF

The National Planning Policy Framework sets out the Government's planning policies for England and how these are expected to be applied. At the heart is a presumption in favour

of sustainable development. Development proposals that accord with the development plan should be approved unless material considerations indicate otherwise. NPPF policy of relevance to this application is set out in Section 12 which includes policy setting out the governments approach to achieving well-designed places and includes:

**Paragraph 141** – The quality and character of places can suffer when advertisements are poorly sited and designed and advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

**Relevant Consultations:**

**Highways DC** – no objections provided any projecting or hanging signs which extend over the highway have 2.4 metre vertical clearance from the footway; and advising the applicant to seek consent from Streetworks for works overhanging the highway.

**Design and Conservation** – no objections.

**Pollution control** – no objections

**Ward Councillors** – no comments received

**Representations**

Neighbour notification letters were sent to five surrounding properties and a site notice was placed nearby.

No representations were received.

**Assessment**

The main issues for consideration are as follows:

- The principle of the display of the signage
- The impact on the character of the area
- The impact on highway safety

For the purposes of considering the balance in this application the following planning weight is referred to in this report using the following scale:

- Substantial
- Considerable
- Significant
- Moderate
- Modest
- Limited
- Little or no

**Principle of the display of signage**

Advertisements are acceptable where they would not be harmful to amenity, by virtue of size, position, location or proliferation and level of illumination; and where the proposal would not be prejudicial to public safety.

### Visual amenity

The signs are considered appropriate in design and scale to the building and its setting and they will have an appropriate level of illumination. The fascia signs are appropriately designed to be accommodated into the frontage of this former public house and the projecting sign is proposed to be displayed at a lower height than the existing projecting sign on the building and is an appropriate size for the scale of the building it is displayed on.

It is concluded that the proposal is acceptable in terms of its impact on visual amenity and is in compliance with Local Plan Policies GD1, D1 and the Advertisements SPD and this weighs significantly in favour of the proposal.

### Highway Safety

The signs are not considered to be harmful to highway safety as they feature appropriate levels of illumination and the projecting sign is sited with a little over 4 metres clearance from the footway, well in excess of the clearance required by Highways Development Control.

It is concluded that the proposal is acceptable in terms of its impact on highway safety and is in compliance with Local Plan Policy T4 and this weighs significantly in favour of the proposal.

## **PLANNING BALANCE & CONCLUSION**

For the reasons given above the proposal complies with the relevant local and national planning policies and guidance. The positive aspects of the proposal outlined above are not outweighed by any other material planning considerations. As such, advertisement consent is recommended subject to the necessary conditions relating to the approved plans and to ensure that the illumination is limited as approved and is not intermittent or flashing

**RECOMMENDATION: Approve subject to conditions.**

## **STATEMENT OF COMPLIANCE WITH ARTICLE 35 OF THE TOWN AND COUNTRY DEVELOPMENT MANAGEMENT PROCEDURE ORDER 2015**

**The above objections, consideration and resulting recommendation have had due regard to Article 8 and Article 1 of the First Protocol of the European Convention for Human Rights Act 1998. The recommendation will not interfere with the applicant's and/or objector's right to respect for his private and family life, his home and his correspondence.**

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.