

2023/1061

One Stop

One Stop, Barnsley Road, Dodworth, Barnsley, S75 3JR

Various illuminated and non-illuminated signage

Site Description

The site is a former Budgens, a small commercial unit located in Dodworth on Barnsley Road. The surrounding area is predominantly residential, with semi-detached and detached dwellings located on either side of Barnsley Road. There are also four commercial units located adjacent the store.

Relevant Planning History

2009/1461 - Change of use of garage to retail store (Class A1) and creation of second access (Approved with Conditions)

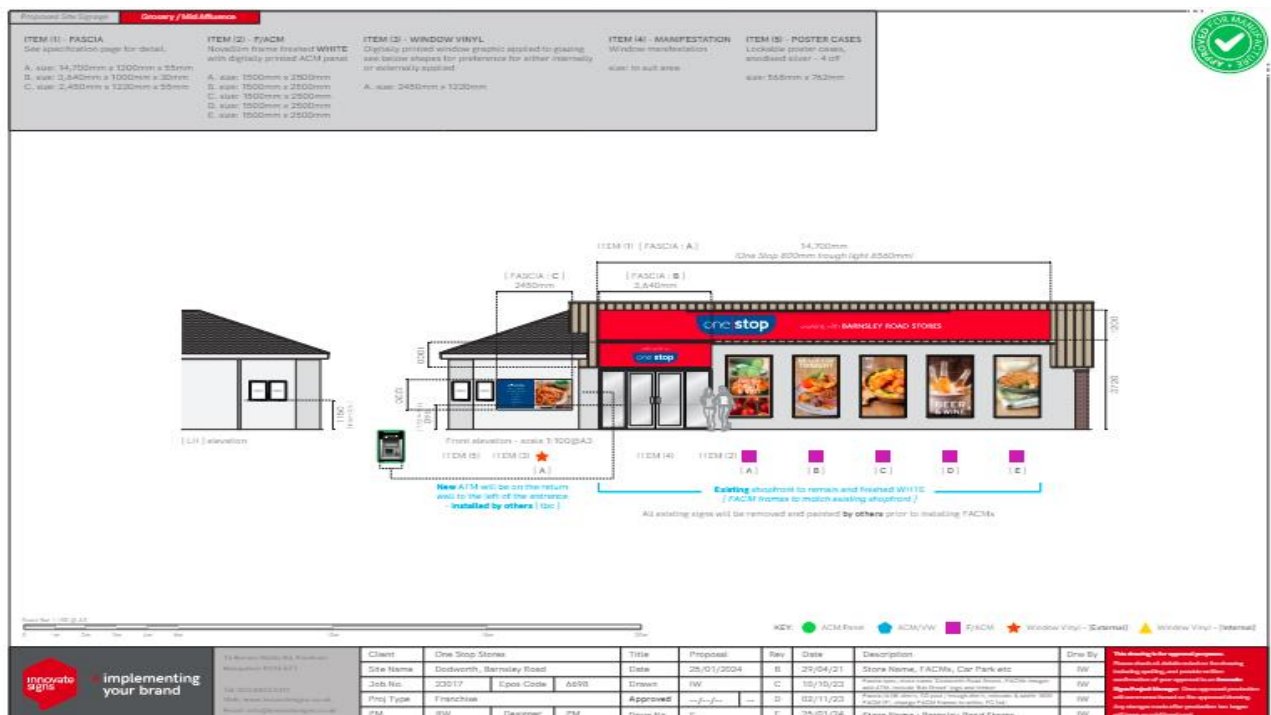
2009/1624 - Display of illuminated fascia sign and two non illuminated signs to shop (Approve)

2017/1410 - Erection of single storey front extension (Approved with Conditions)

2019/1150 - Erection of 4no units for retail (use class A1), restaurants and cafes (A3) or hot food takeaway (A5) uses and provision of associated parking and servicing (Approved with Conditions)

2020/0910 - Details of condition 3 (drainage), 4 (external materials) and 6 (cycle parking provision) of planning permission 2019/1150 (Erection of 4no units for retail (use class A1), restaurants and cafes (A3) or hot food takeaway (A5) uses and provision of associated parking and servicing (Approve)

Proposed Development



The applicant is seeking approval for various signage works including three fascia signs, five F/ACM panels signs, a window vinyl, poster cases and two ACM panels.

Policy Context

Planning decisions should be made in accordance with the current development plan policies unless material considerations indicate otherwise. The recently revised National Planning Policy Framework (NPPF) does not change the statutory status of the development plan as the starting point for decision making.

Local Plan Allocation – Urban Barnsley

To the extent that development plan policies are material to an application for planning permission the decision on the application must be taken in accordance with the development plan unless there are material considerations that indicate otherwise (section 70(2) of the Town and Country Planning Act 1990 and section 38(6) of the Planning and Compulsory Purchase Act 2004).

The Local Plan was adopted by the Council in January 2019 and the Council has also adopted a series of Supplementary Planning Documents which are other material considerations. The National Planning Policy Framework represents up-to-date government planning policy and is a material consideration that must be taken into account where it is relevant to a planning application.

In reference to this application, the following policies are relevant:

Policy GD1: General Development – States that proposals for development will be approved where there will be no significant adverse effect on the living conditions and residential amenity of existing and future residents. Development will be expected to be compatible with neighbouring land and will not significantly prejudice the current or future use of neighbouring land. Policy GD1 below will be applied to all development.

Policy D1: High quality design and place making – Supersedes Core Strategy Policy CSP 29 and sets out the overarching design principles for the borough. Policy D1 States that development is expected to be of high-quality design and will be expected to respect, take advantage of and reinforce the distinctive, local character and features of Barnsley.

Policy T4: New Development and Transport Safety – New development will be expected to be designed and built to provide all transport users within and surrounding the development with safe, secure and convenient access and movement.

Policy POLL1: Pollution Control and Protection – Development will be expected to demonstrate that it is not 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 a nuisance to the natural and built environment.

Supplementary Planning Document: Advertisements

The aim of the system is to regulate advertisements in the interests of 'amenity' and 'public safety'.

The main issues in determining an application will, therefore, usually be;

- The impact of the advertisement on the appearance of the site or building upon which it is displayed and upon the visual character of the area; and
- The impact of the proposal upon the safety of pedestrians and vehicles.

National Planning Policy Framework

The NPPF sets out the Government's planning policies and how these are expected to be applied. The core of this is a presumption in favour of sustainable development. Proposals that align with the Local Plan should be approved unless material considerations indicate otherwise. In respect of this application, relevant policies include:

Section 12: Achieving well designed places - The Government attaches great importance to the design of the built environment. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities. It is important to plan positively for the inclusion of high-quality design for all developments, including individual buildings, public and private spaces and wider area development schemes. Within section 12, paragraph 139 states *"development that is not well designed should be refused, especially where it fails to reflect local design policies and government guidance on design, taking into account any local design guidance and supplementary planning documents such as design guides and codes"*.

Consultations

Dodworth Ward Councillors were consulted and raised no objections.

Highways Development Control (DC) were consulted and raised no objections.

Pollution Control were consulted and raised no objections.

Representations

The application was advertised by neighbour letters and a site notice, no comments were received.

Assessment

Principle of Development

The site is located within land allocated as urban fabric as such, the erection of the signage is deemed acceptable in principle and consent will be granted where the development is appropriate in scale, respectful of the areas character and visual amenities and does not adversely impact the amenity of local residents, or highway safety.

Visual Amenity

The proposed advertisements which are similar to the existing permitted advertisements are sufficient to identify the premises and does not give rise to a cluttered or overly commercial appearance. It is considered that the proposal will not harm the visual amenity of the surrounding area is therefore considered acceptable in terms of visual amenity. The proposed development is therefore not considered to be contrary to Local Plan Policy D1: High Quality Design and Place Making and is considered acceptable in terms of visual amenity.

Residential Amenity

It is anticipated that there will be no detrimental effect from the new signage for local residents as the proposed luminance does not exceed 250 cd/m² and it will not be prejudicial to the amenity of surrounding units in line with the requirements of the SPD Advertisements and Local Plan policies GD1 and D1. Pollution Control were consulted on the application and raised no objections.

Highway Safety

There will be no impact upon highway safety.

Recommendation

Approve with conditions