
2023 0751

Mr Rickey Sharma

Display of 4no internally illuminated fascia signs

Unit at Doncaster Road, Stairfoot, Barnsley, S70 3PE

Site Location and Description

The application site is a recently permitted Dominoes takeaway located within the Stairfoot Local Centre in a predominantly commercial area, but with a care home on the opposite side of the Doncaster Road (A635) and houses beyond the immediate area. The site itself is on an 'island' bound by the Old Doncaster Road, the new Doncaster Road (A635), Stairfoot roundabout and Grange Lane (A633).

Site History

Variety of planning applications relating to the original restaurant/takeaway to the east of the application site which has been on the site for over 20 years.

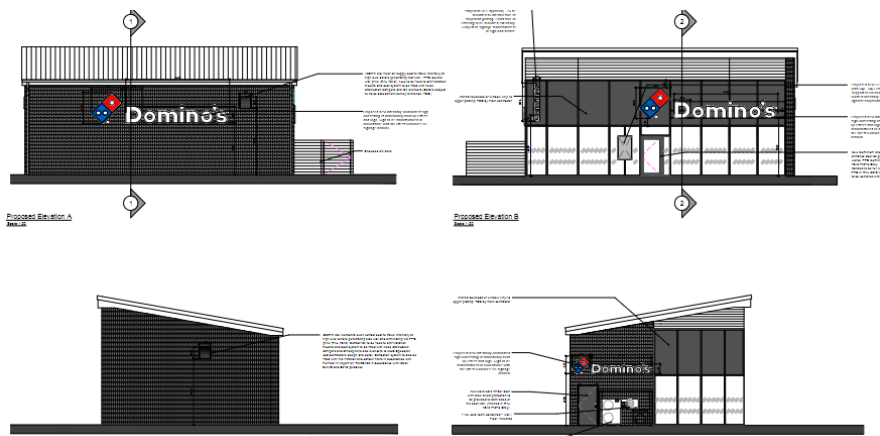
In relation to the application building:

2020/1249 – conversion of former restaurant into drive thru coffee shop and erection of hot food takeaway delivery hub

2021/0624 – hot food delivery and takeaway hub (amendment to previously approved application 2020/1249)

Proposal

The applicant seeks advertisement consent to display four internally illuminated fascia signs on three of the elevations, facing across the shared car park to Dominoes and the adjacent Starbucks Coffee Shop and across the A635 Doncaster Road. The signs comprise individual 'Dominoes letters' and the Dominoes logo dice.



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

Local Plan

The Local Plan was adopted by the Council in January 2019. Council has also adopted a series of Supplementary Planning Documents which are other material considerations.

The Local Plan review was approved at the full Council meeting held on 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.

The site is in an area designated as a Local Centre on the Local Plan Proposals Maps. The following policies are relevant:

Policy GD1 General Development – sets a range of criteria to be applied to all proposals for development.

Policy T4 New development and Transport Safety – expects new development to be designed and built to provide safe secure and convenient access and to not cause or add to problems of highway safety or efficiency.

Policy D1 High Quality Design and Place Making – indicates that development is expected to be of high quality design and to reflect the distinctive, local character and features of Barnsley.

Policy TC1 Town Centres – indicates that new retail and town centre development will be directed to centres in order to maintain and enhance their vitality and viability and that a sequential approach will be used to assess proposals for new retail and town centre development outside the designated centres.

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.

In respect of this application, the policies above are considered to reflect the NPPF, which relates to high quality design and good standard of amenity for all existing and future occupants of land and buildings. They also reflect the advice in paragraph 136 which states that the quality and character of places can suffer when advertisements are poorly sited and designed. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Supplementary Planning Documents (SPD):

SPD Advertisements offers guidance to anyone seeking to display an outdoor advertisement and in particular cautions against cluttered advertising and excessive illumination.

Consultations

Highways DC – The proposals are considered acceptable from a highways development control perspective and no specific conditions are deemed necessary

Ward Councillors – No response

Representations

The application has been advertised by means of letters to nearby properties and a site notice (2 to 23 October); no representations have been received.

Assessment

Principle of advertisement consent

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. The advertisements relate to an authorised use and the principle of consent is acceptable subject to matters of detail.

Visual Amenity/Design

The proposal is to display signs on three of the elevations of the recently completed building. The signs are considered to be appropriate in size and design to the building and with appropriate illumination for their setting. The signs are considered to be acceptable in terms of their impact on visual amenity and in compliance with the SPD Advertisements and Local Plan Policies GD1 and D1. Conditions are recommended to ensure that the advertisements are displayed in accordance with the plans submitted and that illumination is limited as proposed.

Highways safety

Noting the advice of the highways officer it is considered that the proposed signs will be acceptable in highway safety terms and the proposals are therefore considered acceptable from a highways safety perspective and in compliance with Local Plan Policy T4. It is concluded that the proposed signs would not be prejudicial to public highway safety subject to a condition restricting the level of illumination.

Conclusion

The proposal is considered acceptable in visual amenity and highways safety terms. The proposed signs are considered to be appropriate and proportionate to the building and would not have negative impacts on visual amenity or public highway safety.

Recommendation

Grant subject to conditions