

2023/0626

Mr David Peel

Plot 4, Claycliffe Road, Barugh, Barnsley, S75 1LR

Display of various illuminated and non-illuminated signage at the premises

Site Description

The site on Claycliffe Road is located in Barugh – an area that is a mix of commercial and industrial uses and residential properties. Beyond are areas of Green Belt and green space with the villages of Mapplewell, Darton and Kexbrough to the north. Barnsley Town Centre is located to the south-east and Claycliffe Road (A637) together with Wilthorpe Road (A635) provides a main access route into the centre.

The site is currently used as a sales centre and showroom for cars. Other similar uses can be seen along Claycliffe Road and alongside various other commercial and industrial uses. Residential properties are located opposite the site and to the west of the northbound carriageway of Claycliffe Road. For the most part, these properties are screened by an existing established tree line.

Access to the site is gained off Whaley Road and via adjacent Pentagon Peugeot. The site features various illuminated signage, including a totem sign adjacent to the highway and fascia signage to the building's south and west elevations. These types of signage are commonplace in this area and represent a commercial use and corporate branding.



Planning History

The site has an extensive planning history; however, the most relevant and recent application(s) are as follows:

- 2011/0681 - Display of 5 no illuminated fascia signs, totem sign and free stranding sign and 3 no non illuminated flag poles/flags and directional sign. – Approved with conditions.

Proposed Development

The applicant is seeking approval for the display of various illuminated and non-illuminated signage, including back panels (Sign A), '*Nissan*' text (Sign B), '*Service*' text (Sign C), Nissan logo (Sign D), and replacement mast signage (Sign E). Existing fascia signage on the south and west elevations are proposed to be removed in addition to the removal of existing signage surrounding the entrance on the corner where the south and west elevations meet.

Sign A would be located on the south elevation of the building, non-illuminated, and comprise of 8 no. silver ACM back panels that would project from the building by approximately 0.065 metres. Each panel would be approximately 1.38 metres by 1 metre in size.

Sign B would be located on the south elevation of the building, internally illuminated with white LEDs, and comprise of '*Nissan*' text in 3D individual lettering in black/ white acrylic. The total size of the sign would be approximately 4.44 metres by 0.5 metres, projecting from the building by approximately 0.080 metres.

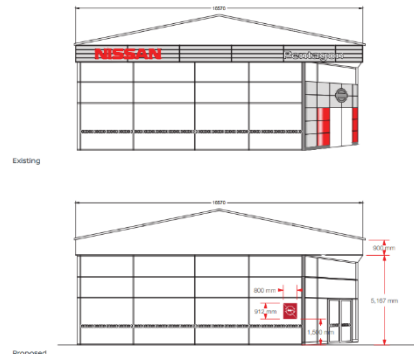
Sign C would be located on the south elevation of the building, internally illuminated with white LEDs, and comprise of '*Service*' text in 3D individual lettering in black/white acrylic. The total size of the sign would be approximately 1.31 metres by 0.27 metres, projecting from the building by approximately 0.12 metres.

Signs A, B and C together would form new signage above an existing servicing area.

Sign D would replace existing entrance surround signage located on the corner where the south and west elevations of the building meet. The new sign would be located on the west elevation of the building, internally illuminated with white LEDs, and comprise of the Nissan logo created by an internal aluminium frame and red background. The sign would be positioned approximately 1.5 metres from the ground, be approximately 0.8 metres by 0.91 metres in size, and project from the building by approximately 0.060 metres.

Sign E would replace an existing totem sign located west of the building and adjacent to Claycliffe Road. The new sign would be a mast advertisement, internally illuminated with white LEDs, and comprise of a red sign with an internal steel frame displaying the Nissan logo and '*Service*' text below in white vinyl. The sign would be approximately 0.8 metres by 0.91 metres in size with a depth of approximately 0.19 metres. The sign would be attached to a dark grey steel mast approximately 4 metres in height.

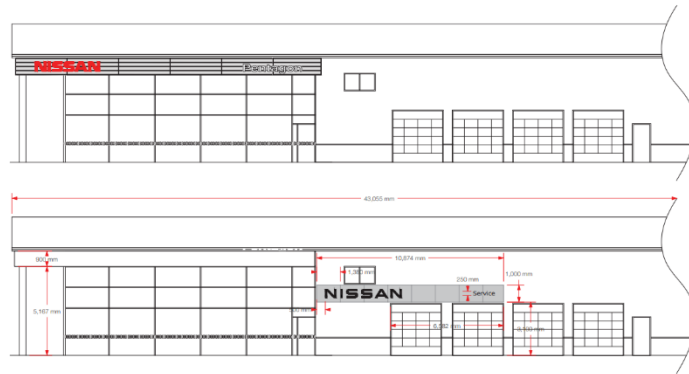
Elevation 01



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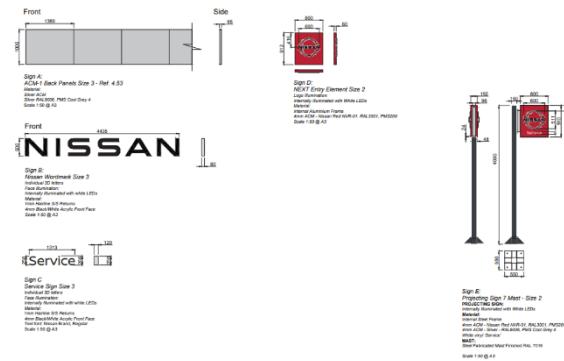
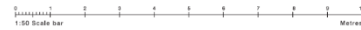
Elevation 02



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Signage Specification



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Policy Context

Planning decisions should be made in accordance with the current development plan policies unless material considerations indicate otherwise; the National Planning Policy Framework (NPPF) does not change the statutory status of the development plan as the starting point for decision making. The Local Plan was adopted in January 2019 and is now 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 Allocation – Urban Fabric

The site is allocated as Urban Fabric within the adopted Local Plan; as such, the relevant policies are:

- ***Policy GD1: General Development.***
- ***Policy D1: High Quality Design and Place Making.***
- ***Policy POLL1: Pollution Control and Protection.***
- ***Policy T4: New Development and Transport Safety.***
- ***Policy SD1: Presumption in favour of Sustainable Development.***

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.***

Consultations

Local ward Councillors and Highways DC were consulted; no objections were received from Highways DC with no requirement for specific conditions and no responses were received from Councillors.

Representations

Neighbour notification letters were sent to surrounding properties and a site notice utilised, expiring 01/08/2023; one objection was received citing concerns regarding the impact of illumination.

Assessment

Principle of Development

The site falls within urban fabric and 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 does not adversely impact the amenity of local residents or highway safety.

Residential Amenity

Proposals for the installation of signage are considered acceptable where they do not adversely affect the amenity of neighbouring properties.

The proposed signage would be located on the south and west elevations of the building and to the west of the building adjacent to Claycliffe Road, comprising of a mix of internally illuminated and non-illuminated elements. The signage would be in the context of other commercial properties and residential dwellings located on Dovebush Way, Kelby Croft and Medway Close to the north-west, west and south-west of the site.

The proposed signage adjacent to Claycliffe Road (Sign E) and on the west elevation of the building (Sign D) are located opposite residential dwellings on Dovebush Way and Kelby Croft and are likely to have some impact to the amenity of these properties; however, in the context of passing traffic, street lighting, and being located within a predominantly industrial and commercial area, the impacts of the proposed illuminated signage are not considered to be unduly harmful, especially where some impact should be expected from the day-to-day operations of businesses.

Additionally, the proposed signage would replace larger existing fascia and totem advertisements that are likely to contribute to existing levels of impact that are likely to be experienced and tolerated. The proposed signage would be much smaller in scale adopting relatively low levels of illuminance. Furthermore, existing green space and mature tree specimens along Claycliffe Road and between the site and neighbouring residential properties would offer some screening, mitigating some of the impact that could arise from illumination.

One representation was received from an occupant of Kelby Croft objecting to the proposals due to concerns regarding the impacts of illumination. Whilst these concerns are acknowledged, for the reasons outlined above, and due to the distance and location of the property in relation to the site, it is not considered that the proposed signage would result in additional impacts beyond existing levels, especially as it is expected that the proposed signage would have a lesser impact overall.

The proposals, therefore, would be considered to comply with *Local Plan Policy GD1: General Development* and *Policy POLL1: Pollution Control and Protection* and would be acceptable regarding residential amenity.

Visual Amenity

Sign E would be prominently located to the west of the building and visible from the highway (Claycliffe Road). Signs A, B, C and D would be less prominent but still visible within the street scene; however, overall, the proposed signage would be relatively modest in scale and are considered sufficient to identify the premises; they would not give rise to a cluttered or overly commercial appearance, nor would they detract from the design of the building, adopting a unified colour scheme and reflecting an updated approach to corporate branding.

The proposed signage is, therefore, considered to be high quality and of a good standard of design with appropriate proposed illumination for their setting, and are considered acceptable regarding *Local Plan Policy D1: High Quality Design and Place Making*.

Highway Safety

Sign E which is to replace an existing totem advertisement would be prominently located to the west of the building and visible from the highway (Claycliffe Road); however, the proposed signage would be considerably smaller than the signage it would replace and, therefore, it is not considered that impacts to highway safety would be adversely exacerbated beyond existing levels of impact and instead, are likely to have a lesser impact overall.

Sign D which is to replace an existing entrance surround would be located on the west elevation of the building facing Claycliffe Road. Though Sign D is proposed to be internally illuminated, its small scale and maintained distance from the highway would mean that the sign is unlikely to adversely impact highway safety.

Signs A, B and C would all be located to the rear of the building on its south elevation. They would not directly face Claycliffe Road, and though Signs B and C would be internally illuminated, the distance-maintained from the highway would mean that the signs are unlikely to have an adverse impact on highway safety.

Additionally, a response from Highways DC states that the maximum luminance levels would be well within the recommended maximum levels, adding that the proposed signs do not interfere with any vehicular or pedestrian sight lines/ visibility.

The proposals, therefore, would not be unduly distracting to road users and are considered to be acceptable and in compliance with *Local Plan Policy T4: New Development and Transport Safety*.

Recommendation

Approve with Conditions