
2022/1319

Cardtronics UK Ltd, trading as CASHZONE

Illuminated ATM surround advertisement and illuminated logo panel (Retrospective)

Unit B, 2 Upper New Street, Barnsley, S70 1LP

Site Location and Description

The site is located on Upper New Street, on the periphery of Barnsley Town Centre, opposite Morrisons supermarket and petrol station. The unit subject to this application is located adjacent to a Hot Food Takeaway and within the under-build of the retail unit above.



Planning History

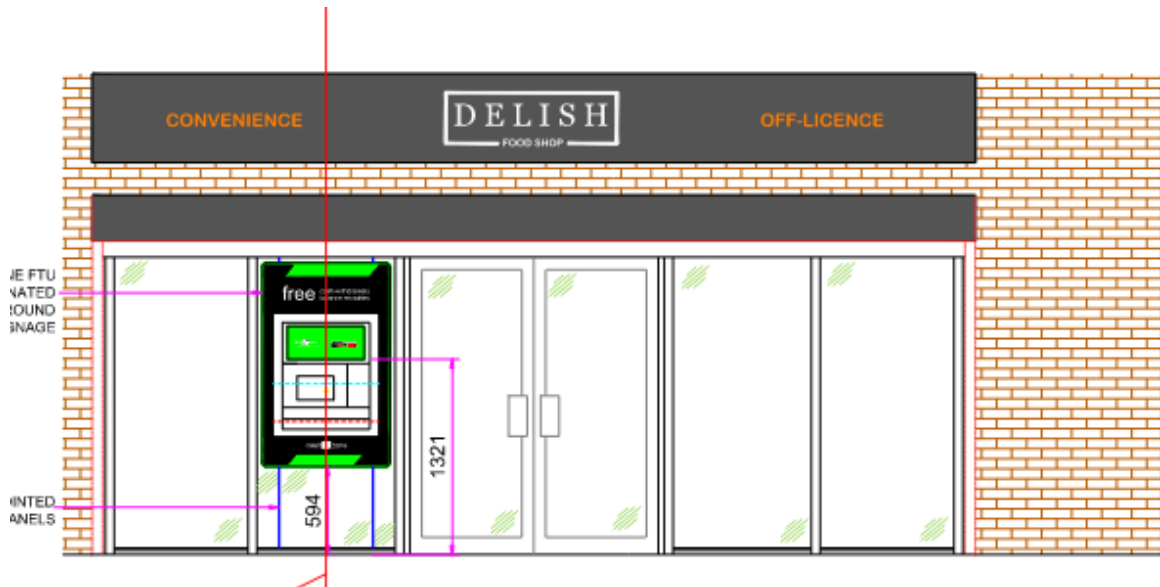
2016/0452 – Change of use of the lower ground floor from retail to 2 no. fast food outlets (A5) and demolition and reconstruction of upper ground floor to retain (A1) retail use. – Approved November 2016

2017/0130 – Variation of condition 2 of planning permission 2016/0452 (change of use of ground floor from retail (A1) to 2no fast food outlets (A5) and demolition and reconstruction upper ground floor to retail A1 use) to enable the development to be constructed in accordance with minor material amendments to the approved plans – Approved March 2017

2022/1302 – Installation of ATM (Retrospective) – currently under consideration

Proposed Development

The applicant seeks permission for the ATM signage to ATM subject to application 2022/1302. The illuminated signage is to be located on the ATM and is to measure 0.5m by 0.2m.



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.

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 located within the Town Centre, the Southern Fringe district and within a town centre development site and allocated as Urban Fabric within the Local Plan; therefore, the following policies are relevant.

Policy TC1 Town Centres

Policy BTC15 Southern Fringe

Policy BTC16 Development Site 2 – Heelis Street / New Street / Gala Bingo / Burleigh Court Site

Policy GD1 General Development

Policy D1 High Quality Design and Place Making

Policy SD1 Presumption in favour of Sustainable Development

NPPF

The National Planning Policy Framework sets out the Governments 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.

Where the development plan is absent, silent, or relevant policies are out-of-date, permission should be granted unless any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in the Framework as a whole; or where specific policies in the Framework indicate development should be restricted or unless material considerations indicate otherwise.

Supplementary Planning Documents (SPD):

Advertisements

Consultations

Highways DC – No objections
Ward Councillors – No comments received

Representations

Neighbour notification letters have been sent to surrounding properties and the application has been advertised by the way of a site notice; no representations have been received.

Assessment

Principle of Development

The erection of the signage is deemed acceptable in principle and subsequently, consent will be granted where the development is found to be appropriate in scale and respectful of the character of the area and advertisements should not adversely impact the amenity of local residents or undermine highway safety.

Visual Amenity and Highway Considerations

ATM machines are common features of store frontages, and whilst the ATM signage subject to this application has been installed without permission, it is not considered to have a detrimental impact on the character of the street scene or upon highway safety and is acceptable and in compliance with Local Plan Policies D1 and GD1 and Supplementary Planning Document Advertisements

Recommendation

Approve with conditions