

2021/1136

Mr John Valentine

Erection of 2no. advertisement banners

11 - 15 High Street, Penistone, Sheffield, S36 6BR

Description

The property is a white rendered building which is currently used as a dentist. The property is set within the Penistone Conservation area and within the primary shopping area within the District Centre of Penistone.

The building currently has two existing signs which include a rectangular sign in white with the name of the business and a small rectangular sign adjacent to the entrance door. The current signage is not illuminated. The signage within the District Centre shopping area is sensitively designed, with signage mostly set at fascia level.

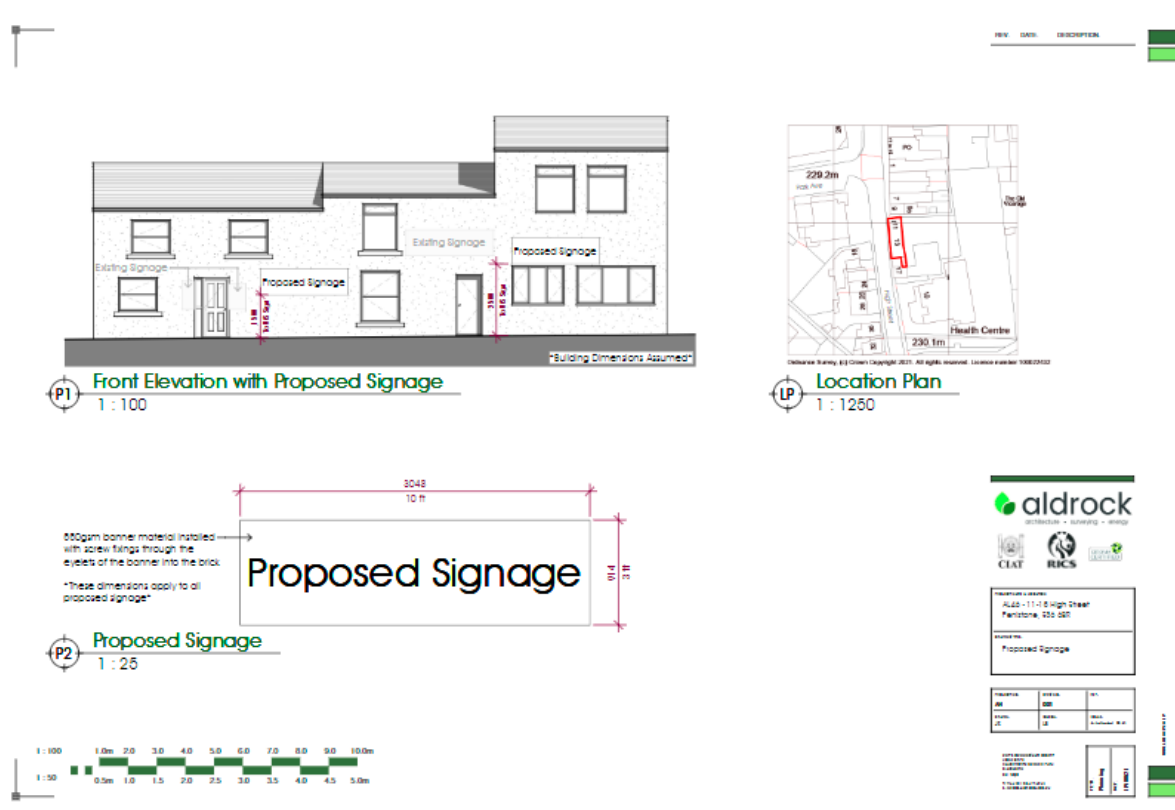


Proposed Development

The applicant seeks permission for the erection of 2 no. advertisement banners at 1 - 15 High Street, Penistone. The property is currently used as a dentist and has two existing

signs. The proposed banner signage measures 3048mm by 914mm. The left hand sign is approx. 1500mm above ground level and the right hand sign is approx. 2500mm above ground level.

The design of the signage has not been included within the current submission, however indicative plans showing a reduction in the size of the signage and various options have been sent by the agent during the processing of the application, however amended plans have not been formally submitted by the agent, despite numerous requests. The proposal is therefore being assessed as originally submitted.



Policy Context`

Local Plan

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.

Local Plan

Policy GD1 General Development

Development will be approved if there will be no significant adverse effect on the living conditions and residential amenity of existing and future residents.

Policy D1 High Quality Design and Place Making

Development is expected to be of a high quality design and will be expected to respect, take advantage of and reinforce the distinctive, local character and other 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.

Policy HE1 The Historic Environment

We will positively encourage developments which will help in the management, conservation, understanding and enjoyment of Barnsley's historic environment, especially for those assets which are at risk.

Policy TC1 Town Centres

The District Centres have an important role serving localised catchments and meeting more local needs. To ensure they fulfil this role and continue to complement and support the role of Barnsley Town Centre new retail and town centre development will also be directed to the District Centres.

Policy TC2 Primary and Secondary Shopping Frontages Proposals for retail (A1-A5) uses will be allowed on Primary and Secondary Shopping frontages in Barnsley Town Centre and the District Centres

Supplementary Planning Document – Advertisement

Signs on shops, businesses and commercial premises should be limited to that which is necessary to identify the premises. Advertisements should, therefore, have regard for the design, scale and proportions of the building or site on which they are displayed. The over provision or poor design of signs can give rise to a cluttered and aggressively commercial appearance which will usually have a damaging impact upon the visual character of an area.

The Council is, therefore, unlikely to grant consent for:

- Advance warning or directional signs.
- Advertising hoardings, including poster panels and banner signs.
- Signs on shops above fascia level.
- Signs on business premises above 1st floor level.
- Signs which appear out of scale or character with the building or locality.

Well designed signs can project an image of quality, confidence and permanence; whereas too many or oversized signs can give a cluttered and unattractive appearance which does not relate to either the building or the surrounding area

NPPE

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. 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.

These policies are considered to reflect paragraph 136 in the NPPF, relating to advertisements which states the quality and character of place can suffer when advertisements are poorly sited and designed.

Consultations

Penistone Town Council - The Planning Committee commented on their concerns in relation to the safety of the fixed banner due to elements of the weather and the possible issue with highways access in regards to the narrowness of the pavement

Ward Members – No comments received

Conservation Officer – Concerns raised with regard to size of signage

Highways – No comments received

Pollution Control – No comments received

Representations

The application was advertised by the way of a site notice and neighbour notification letters; no representations have been received.

Assessment

Principle of development

Advertisements are acceptable where they would not be injurious to amenity, by virtue of size, position, location or proliferation and, where appropriate, level of illumination; and where the proposal would not have a detrimental impact on the character of an area or be prejudicial to public safety.

The property is set within the primary shopping area, with a secondary shopping frontage, within the District Centre of Penistone. The property is also located within the Penistone Conservation Area, therefore the proposal must not have a negative impact upon the Conservation Area.

Visual Amenity/Impact on Conservation Area

The applicant seeks permission for the erection of 2 no. advertisement banners at 1 - 15 High Street, Penistone. The property is currently used as a dentist and has two existing signs. The proposed banner signage measures 3048mm by 914mm. The proposed left hand sign is approx. 1500mm above ground level and the proposed right hand sign is approx. 2500mm above ground level. No details of the design of the signage have been included with the application.

The site is set within the Penistone Conservation area and the Conservation Officer has been consulted. The Conservation Officer has raised concerns with regard to the size of the lower left hand fascia sign, as it is close to street level and will have a prominent and disproportionate impact upon the street scene. The design of the signage has not been included within the current submission, however indicative plans showing a reduction in the size of the signage and various options have been sent by the agent during the processing of the application, however amended plans have not been formally submitted by the agent, despite numerous requests. The proposal is therefore being assessed as originally submitted.

The Supplementary Planning Document – Advertisements states that signs on shops, businesses and commercial premises should be limited to that which is necessary to identify the premises, it goes on to say that the Council is unlikely to grant consent for, amongst other things, 'banner signs'. The proposal involves the erection of two large banner signs of approx. 3m in width and 900mm in height. The existing signage would remain, therefore there would be a total of 4 signs on the premises. The proposed banner signs are overly large and the left hand sign would be set only 1.5m from ground level which would enhance its prominence within the street scene. The proposal would also result in a proliferation of large signage on this premises and would therefore be detrimental to the character of the Penistone Conservation Area and the District Centre contrary to Policies HE1 and D1 of the Local Plan and the SPD Advertisements.

The existing signage within the District Centre shopping area is sensitively designed, with signage mostly set at fascia level. Whilst each application is considered on its merits, it is considered that allowing the large banner signs within the Conservation Area would in set an undesirable precedent making it more difficult to for the Council to resist similar proposals.

Highway Safety

Concerns have been raised by Penistone Town Council with regard to a possible issue with highways access and the narrowness of the pavement and the potential safety of the signage. The consent of the highway authority is required for any signs that project over the adopted highway and this consent is separate from any need for advertisement consent, however as these are banner signs, they will be fixed to the wall and will not project over the highway. The signage is not illuminated and given that the banners will be fixed and flush to the wall, the proposed signage should not have a significant detrimental impact upon Highway Safety, in accordance with the SPD Advertisements.

Residential Amenity

The sign is to be non-illuminated and given the nature of the area it is considered that the sign would not have a detrimental impact on residential amenity.

Conclusion

In the opinion of the Local Planning Authority, the proposed advertisement banners would materially harm the appearance of the street scene and Conservation Area by reason of their location and size. In addition, the number of existing and the proposed signage on the building would lead to a proliferation of signage which would have a cluttered and unattractive appearance and would be detrimental to the character of the Conservation Area. The

proposed signage is therefore in conflict with Local Plan Policies D1 - High Quality Design and Place Making, Policy HE1 - The Historic Environment and the Supplementary Planning Document Advertisements.

Recommendation

Refuse