

2023/0414

Miss Faye Machin

Koyo Bearings, Elmhirst Lane, Dodworth, Barnsley, S75 4LD

Removal of 2no existing signs from building and replacement with a singular non illuminated flex face sign

---

### Site Description

The site off Elmhirst Lane is located in Dodworth – an area that is a mix of industrial development, comprising of the Dodworth Business Park, Fall Bank Industrial Estate, and Elmhirst Park. Residential dwellings can be found further South and East with Silkstone Fall Wood to the West and golf course to the North.

The site currently utilises a commercial/ industrial/ manufacturing use and will continue to be accommodated by JTEKT as it seeks to unify all its business brands to the JTEKT brand. The site comprises of two larger buildings with smaller buildings to the East – car parking is found to the South and West and accessed off Elmhirst Lane – another access point to the West is located off Whinby Road. The site is bounded by various vegetation, trees, and grass verges.

The building features existing non-illuminated signage on the South elevation reflecting corporate branding. The signs use various fonts, adopting relatively muted colours and varying sizes.



## Planning History

The site has several applications associated with its planning history; however, these are not considered to be relevant to the current proposals with the most recent application approved in 2012.

## Proposed Development

The applicant is seeking approval for the removal of two existing signs from the building and the installation of one non-illuminated flex face sign.

The proposed sign to be installed on the South elevation would measure approximately 7 metres in width, 3.8 metres in height, and 0.89 metres in depth. The bottom of the sign would be approximately 3.7 metres from the ground and would feature black 'JTEKT' text on a white background reflecting a change in corporate branding.



## **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 whilst no responses were received from Councillors.

## **Representations**

Neighbour notification letters were sent to surrounding properties; no objections or comments were received.

## **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 elevation of the building. The proposed signage would be significantly distanced from the nearest residential properties, with surrounding properties comprising of similar industrial and commercial uses. As such, the proposals are not likely to adversely affect the health and quality of life of local residents, nor would they adversely affect the amenity of surrounding properties and units, especially as the proposed signage would be non-illuminated.

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

The proposed signage would be prominently located to the South of the building and visible at points along the highway (Elmhirst Lane); however, the signage would be located on a building largely set-back from the highway and is screened in many places by trees and other vegetation. Additionally, the proposed signage would be relatively modest in scale and is 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 unit, adopting monotonal colours. The proposed signage would, therefore, be considered high quality and of a good standard of design for its setting.

It is therefore considered that the installation of the proposed signage is acceptable, suitable for its location and is considered acceptable regarding Local Plan Policies GD1 and D1.

### Highway Safety

The proposed signage would be prominently located to the South of the building and visible from the highway (Elmhirst Lane) and adjacent roundabout to the South; however, the unit is set considerably back from the highway and would be mostly screened by an existing tree line.

The proposed signage would be non-illuminated; as such, the proposals are unlikely to be unduly distracting for drivers and are, therefore, not considered to adversely impact highways safety, maintaining it to a reasonable degree.

The proposals, therefore, are considered to be acceptable and in compliance with Local plan Policy T4: New Development and Transport Safety.

## **Recommendation**

### **Approve with Conditions**