

2022/0917

Miss Adriana Radu

Pentagon Peugeot, Claycliffe Road, Barugh, Barnsley, S75 1QF

Replacement illuminated building fascia and totem advertisements

Site Description

The site on Claycliffe Road, Barugh is currently used as a used-car centre. Other used-car centres can be seen on Claycliffe Road along with various workshops, garages, and offices.

Opposite the Pentagon Peugeot site are residential dwellings. These are mostly screened by fencing and trees.

Access to the Pentagon Peugeot site is gained off Whaley Road. At the Junction of Whaley Road with Claycliffe Road is an existing non-illuminated totem advertisement displaying corporate branding compromising of a logo and brand name.

Other existing non-illuminated fascia advertisements can be seen on the elevations of the building, again compromising of logos and the brand name representing the corporate identity.

Planning History

There is a complex planning history on the site relating to the Pentagon Peugeot site and its previous incarnations, the most relevant recent planning applications being:

B/96/0483/DT – Change of use from haulage depot to used-car centre – Approved with conditions.

2010/0122 - Display of various illuminated and non-illuminated signage to car dealership – Approve with conditions.

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

2011/1356 - Display of various signage including pole mounted, totem and fascia signs car dealership – Approve with conditions.

2017/0993 – Formation of handover bay to rear of car showroom – Approved with conditions.

Proposed Development

The applicant is seeking approval for replacement illuminated building fascia and totem advertisements.

The application appears to reflect a change in the corporate approach to signage, including a change of font and the introduction of a new logo.

Existing fascia advertisements would be replaced to reflect the corporate changes. The new fascia advertisements would compromise of the new corporate logo and the brand name. These would be of a similar size or slightly smaller than the existing advertisements and would represent the change of font with the addition of enabling illumination from above at night.

The movement of some existing fascia advertisements is also proposed to bring them in line and centred with the proposed replacement advertisements.

PEUGEOT - Barnsley, Pentagon (UK)
(Elevation)

Proposed:

NOTE: Any redundant fixing holes to be made good with a suitably coloured filler.

NOT APPROVED

Client: PEUGEOT
Project: Barnsley, Pentagon
Product: Signage Scheme
Date: 15/03/2022
Drawing: 202421
Title: AS
Scale: As Shown @ A3
Rev: A

NOT APPROVED

Client Ref: 1575
Client Name: Barnsley
Address: Church St, Barnsley, S70 1JL

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The replacement of the existing totem advertisement is proposed. The replacement advertisement would feature the updated corporate branding comprising of the new logo and amended font of the brand name. The proposed totem replacement would also feature a change in colour and is proposed to be illuminated at night.

PEUGEOT - Barnsley, Pentagon (UK)
(Pylon)

Existing:

Proposed:

NOT APPROVED

Client: PEUGEOT
Project: Barnsley, Pentagon
Product: Signage Scheme
Date: 15/03/2022
Drawing: 202421
Title: AS
Scale: As Shown @ A3
Rev: A

NOT APPROVED

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The proposals also show some internal re-signage which do not require planning consent.

The aim of the system is to regulate advertisements in the interests of 'amenity' and 'public safety'. The main issues in determining an application will, therefore, usually be:

- The impact of the advertisement on the appearance of the site or building upon which it is displayed and upon the visual character of the area; and
- The impact of the proposal upon the safety of pedestrians and vehicles.

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 - The Government attaches great importance to the design of the built environment. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities. It is important to plan positively for the inclusion of high-quality design for all developments, including individual buildings, public and private spaces, and wider area development schemes.

Within section 12, paragraph 134 states that *"development that is not well designed should be refused, especially where it fails to reflect local design policies and government guidance on design, taking into account any local design guidance and supplementary planning documents such as design guides and codes"*.

Furthermore, paragraph 136 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 accounts of cumulative impacts.

Consultations

Highways and Councillors for the Darton West Ward were consulted.

Highways provided comments stating that the proposed development will be unlikely to impact upon highway safety or the local highway network and that they would therefore offer no objection to this application on highway grounds subject conditions relating to illumination levels.

No responses were received from the Darton West Ward Councillors.

Representations

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

A site notice was also utilised dated 22nd September 2022.

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.

Visual Amenity

The proposed advertisements which are similar to the existing permitted advertisements are considered to be sufficient to identify the premises, they do not give rise to a cluttered or overly commercial appearance, nor do they detract from the design of the unit. The proposed replacement fascia and totem advertisements are therefore considered to be high quality and of a good standard of design with appropriate proposed illumination for their setting. It is therefore considered that the installation of the proposed signage is acceptable, suitable for its location and is considered to be in line with Local Plan Policies GD1 and D1.

Highway Safety

Highways provided a representation stating that the proposed development will be unlikely to impact upon highway safety or the local highway network and would therefore offer no objection to this application on highway grounds subject to the conditions relating to illumination levels.

It is not considered that the proposed scale or positioning of signs would adversely affect highway safety; particularly as the proposals are to replace existing signage in similar locations. The scale and level of illumination is not considered to be detrimental to the safety of passing traffic in the context of the surrounding commercial uses and street lighting and is therefore considered to comply with Local Plan Policy T4.

Recommendation

Approve with Conditions