
2023/1151

Mrs Andrea Lawless

Former Cooperative, High Street, Hoyland, Barnsley, S74 9AB

Display of various non illuminated signage at the premises.

Site Description

The application relates to a prominently located vacant retail unit to the north-east corner of the old Town Hall building within the centre of Hoyland. The building is a mix of ground floor commercial uses and upper floor residential uses, reflecting the broader local character which comprises a vibrant mix of commercial and residential uses. The site is accessed and visible from High Street and King Street to the north and Southgate to the south.



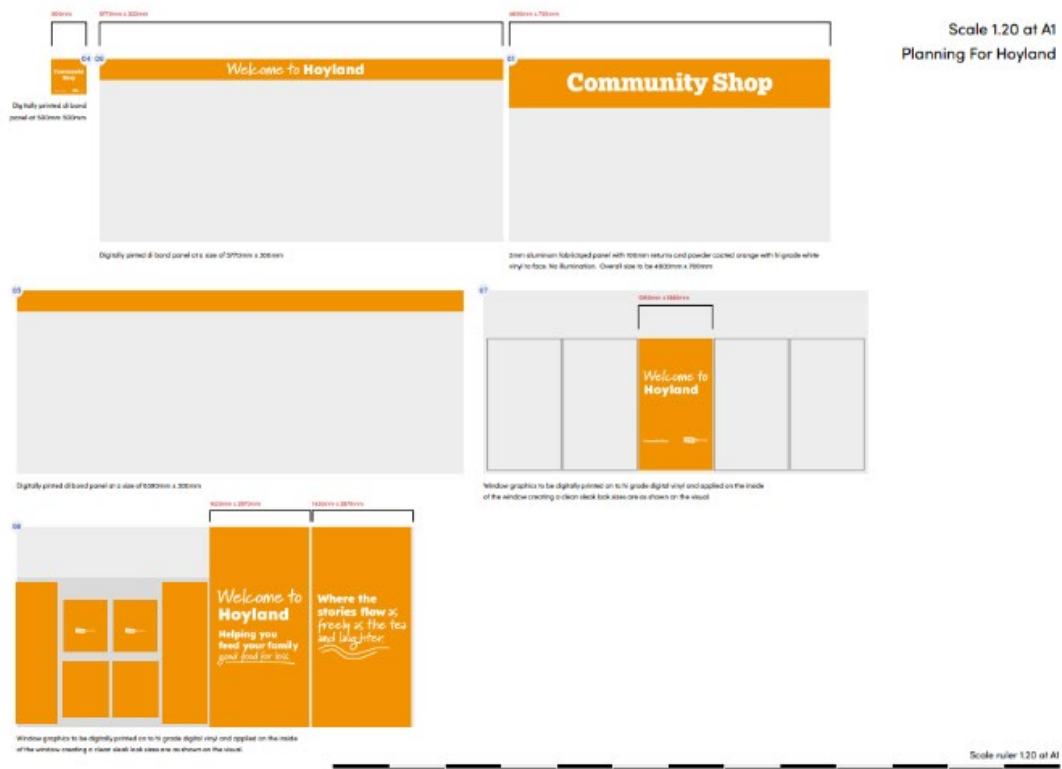
Planning History

There is an extensive planning history associated with the application site dating back to 2008; however, the most recent and relevant applications are as follows:

1. 2016/0178 – 1 no. part illuminated free standing sign. Approved.
2. 2017/0550 – Display of 3 non illuminated fascia signs. – Approved.

Proposed Development

The applicant is seeking approval for the display of various non-illuminated signage, including fascia signage, a projecting sign, and digitally printed, externally applied window vinyls in an orange and white colour scheme.



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 – District or Local Centre

The site is located within Hoyland Centre which is identified as a District or Local Centre within the Local Plan. Therefore, the following policies are relevant:

- ***Policy SD1: Presumption in favour of Sustainable Development.***
- ***Policy TC1: Town Centres.***
- ***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.***

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 and beautiful places.***

Supplementary Planning Document: Advertisements

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.

Consultations

Local Ward Councillors – No responses received.

Representations

The application was advertised by a site notice, expiring 02 February 2024 – No representations were received.

Assessment

Principle of Development

The erection of signage is considered acceptable in principle provided that it would be appropriate in scale and respectful of local character. Any proposal will also be expected to demonstrate that it is not likely to result, directly or indirectly, in an increase in light or other pollution which would unacceptably affect or cause nuisance to the natural and built environment or to people.

Visual Amenity

The proposal seeks planning permission for the display of various non-illuminated signage, including fascia signage, a projecting sign, and digitally printed, externally applied window vinyls to a vacant retail unit located at the north-east corner of the old Town Hall building.

The proposed signage would adopt a consistent colour scheme comprising white text on an orange background and would be similarly located on the building as the signage of the former co-operative which was previously accommodated by the unit. The signage would be installed in an area that is a vibrant mix of commercial and residential uses with a diverse mix of existing illuminated and non-illuminated signage. The proposal therefore is not considered to give rise to a cluttered or overly commercial appearance and is considered to be good quality and of a good standard of design that would maintain the local character.

The proposal is therefore considered to comply with *Local Plan Policy D1: High Quality Design and Placemaking* and would be acceptable regarding visual amenity.

Residential Amenity

The installation of signage is considered acceptable in principle provided that any development would not result in an unacceptable increase in pollution which would otherwise affect or cause nuisance to the natural and built environment or to people.

The proposed signage would be non-illuminated and is therefore not considered to be significantly detrimental to the amenity of residential uses within the locality.

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

Highway Safety

The proposed signage would be non-illuminated and would not interfere with any vehicular or pedestrian sight lines or visibility.

The proposal is therefore considered acceptable and in compliance with *Local Plan Policy T4: New Development and Transport Safety* and would be acceptable regarding highway safety.

**Recommendation -
Approve with Conditions**