
2024/1083

Graham Oldfield

Display of Vinyl signage to front window

20 Towngate, Mapplewell, S75 6AT

Background

The previous planning applications within the last 20 years are as follows:

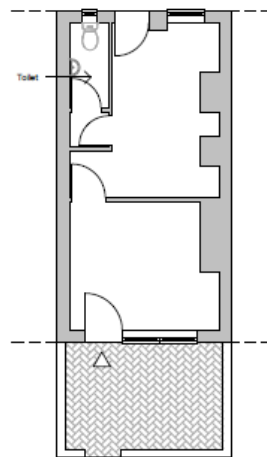
2024/1068 Change of use from hot food takeaway to micropub and associated works –
Await decision

2022/0296 Change of use of ground floor to hot food takeaway and first floor remodelling to
create flat (Amended Address) - Approve

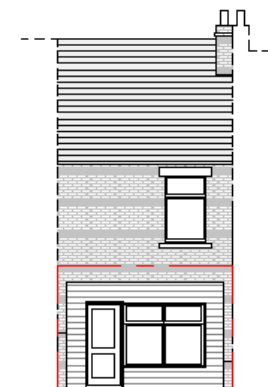
Description

Number 20 Towngate is a mid-terraced property and is currently used as a dwelling. Planning permission was approved in 2022 for the change of use of the ground floor to hot food takeaway and first floor flat. The ground floor permission was never implemented however the upper floor flat was developed and is in use. The property is situated between a convenience store and a beauty salon and is located within the principal shopping/commercial area, within the Local Centre of Mapplewell. There are a number of uses along this terrace row including a café, sandwich shop and a beauty salon amongst others.

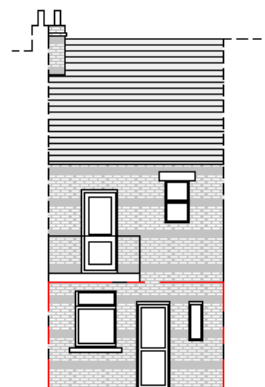
There are residential uses within this locality, and evidence of residential uses located above commercial properties. The property has an existing rear yard area and an external staircase which leads to the first floor flat. To the front the property has a low brick boundary wall which is to be retained as part of the proposal. Black UPVC cladding surrounds the front door and window giving a shop front appearance similar to that of the neighbouring properties. There is evidence of signage within this locality. The property does not currently have any signage but is in the process of re-development.



Existing Plan



Existing Front Elevation

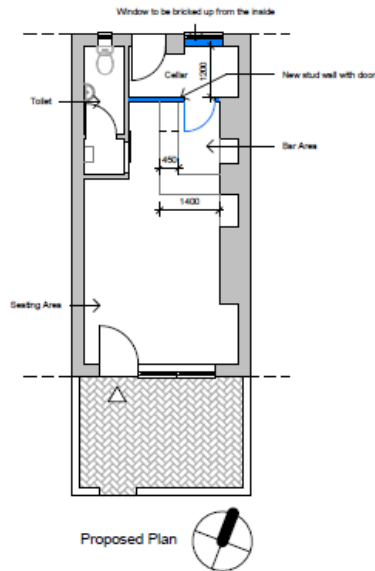


Existing Rear Elevation

Proposed Development

The original application was to install an illuminated sign on the front of the property. The applicant has amended the plans during the process of this application, and it was deemed

that the illuminated signage was no longer required. Permission is now sought to install three small vinyl window stickers within the front window and window within the front door. The stickers will be white frosted self-adhesive vinyl stickers with cut out lettering depicting 'Blue's Towngate Tap.'





These policies are considered to reflect policies set out in the revised NPPF, which requires development to be of high-quality design and provide a good standard of amenity for all existing and future occupants of land and buildings.

Consultations

Highways – No objections

Pollution Control – No objection subject to condition

Neighbours

Neighbours were notified along with a site notice posted close to the site - No objections to the signage have been received however one objection has been received to the change of use have been submitted to the Council with the following concerns:

- Too many pubs in the area
- Impact to parking

The above objection will be assessed with application 2024/1068 which deals with the change of use of the property.

Assessment

Material Consideration

Principle of development
Residential Amenity
Visual Amenity
Highway Safety

Principle of Development

The Council will seek to ensure that development is appropriate to its context, and improves what needs improving, whilst protecting what is good about what we have.

The Council's SPD on advertisements states that 'signs should be limited to that which is necessary. Advertisements should 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.'

Consent will be granted where the development is found to be appropriate in scale and respectful of the character of the area and should not adversely impact the amenity of residents or undermine highway safety.

As the advertisements are proposed on a commercial building and its premises with an established commercial use, the consent for erection of the signage is deemed acceptable in principle.

Assessment

Residential Amenity

The site is located within a town centre area and as such has a number of commercial properties within close proximity with associated signage.

The Council's Pollution Control Officer was consulted with regards to the proposal. The Officer has noted the nearby residential properties in particular the property directly adjacent to the site. The Pollution Control Officer was concerned with regards to the proposed illumination, however, as this proposal has been amended to small non-illuminated vinyl signage within the existing windows the officers' concerns have been addressed. There is therefore no objection to this proposal in terms of potential residential impact.

The proposal is not expected to negatively impact residential amenity in line with Policy POLL1 of the Local Plan.

Visual Amenity

The proposed signage is to be located at the front of the property. The signage is limited to that which is necessary to clearly identify the premises. The proposal is for three small self-adhesive vinyl stickers in frosted white with cut outs forming the letters.

The proposal is located within a town centre area which is a mix of commercial and residential. The site is located in between other commercial properties with larger signage evident. Given the nature and position of the signage the visual impact is not expected to significantly impact the surroundings. As such, it is considered that the sign is not injurious to the visual amenity of the local surroundings in compliance with Local Plan Policy D1 and SPD: Advertisements.

Highway Safety

The signage will be located at the front of the property within the existing windows. The proposed signs do not interfere with any vehicular or pedestrian sight lines nor visibility. The Highway Department have no cause for concern. As the proposals are not expected to reduce highway safety the application is deemed acceptable in accordance with Local Plan Policy T4 and the NPPF.

Recommendation

Grant subject to conditions