2023/1020

Co-op Funeralcare

5 West Street, Hoyland, Barnsley, S74 9AG

Various illuminated and non-illuminated signage to building

Site Description

The application relates to a single storey, brick built, Co-op Funeralcare building located on West Street, Hoyland. The street scene has a mix of commercial and residential uses with detached dwellings to the west, car parks to the north and south and commercial uses to the east. The building has existing signage which is to be updated.

Planning History

B/03/0476/HN - Erection of single-storey extensions and alterations to pharmacy (Historic)

B/03/2062/HN/AD - Display of illuminated signs to shop (Approve)

2008/0691 - Display of two internally illuminated fascia signs (Approve with Conditions)

Proposed Development

The applicant is seeking approval for the display of various illuminated and non-illuminated advertisements on the building to include.

Item 1&3 - Externally illuminated fascia.
Item 2 - Non-illuminated fascia.
Item 4 - 2x Non-illuminated wall mounted parking signs.



Policy Context

Planning decisions should be made in accordance with the development plan unless material considerations indicate otherwise and the 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 also 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 and are a material consideration in the decision-making process.

The Local Plan review was approved at the full Council meeting on 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 – Hoyland

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). In reference to this application, the following policies are relevant:

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

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.

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 139 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"*.

Consultations

Highways Development Control (DC) were consulted and raised no objections.

Hoyland Milton Councillors were consulted and raised no objections.

Pollution Control were consulted and raised no objections.

Representations

A site notice was erected within the vicinity of the site, no representations were received.

Assessment

Principle of Development

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.

The SPD states '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'.

Visual Amenity

The proposed signage scheme is predominantly a refresh of the existing signage therefore, the existing signs would be removed and replaced. There would not be a significant rise in the number of signs on the building or an increase in their size and prominence. As such, the modest scheme proposed would not give rise to a cluttered and aggressively commercial appearance or have a damaging impact upon the visual character of an area, in accordance with Local Plan Policy D1.

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 all elevations of the building. The proposed signage would comprise of a mix of illuminated and non-illuminated elements.

The site is bordered by West Street and a car park access road. In the context of passing traffic, street lighting, and although being located within a partially residential area, the impacts of the proposed illuminated signage are not considered to be unduly harmful, especially where they would be of a similar level to existing impacts and where some impact should be expected from the day-to-day operations of the business. As such, the current signage proposal would not have a significant impact on residential amenity compared to the existing signage. 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 as to residential amenity.

Highway Safety

There will be no impact upon highway safety. It is apparent that the existing Co-op Funeralcare is undergoing a re-brand and as such as amending existing signage to reflect this. As such, there are no issues with the proposals from a highways point of view.

Conclusion

The proposed signage scheme has regard for the design, scale and proportions of the building and site on which it would be displayed. Furthermore, the scheme would not result in the over provision of signs or give rise to a cluttered and aggressively commercial appearance, as such, the scheme would comply with Local Plan Policies GD1, D1 and T4 and the SPD 'Advertisements'.

Recommendation

Approve with conditions