

2021/0895

Miss Charlotte Stone

Erection of signage on building frontage

Oakwell House, 2 Beevor Court, Barnsley, S71 1HG

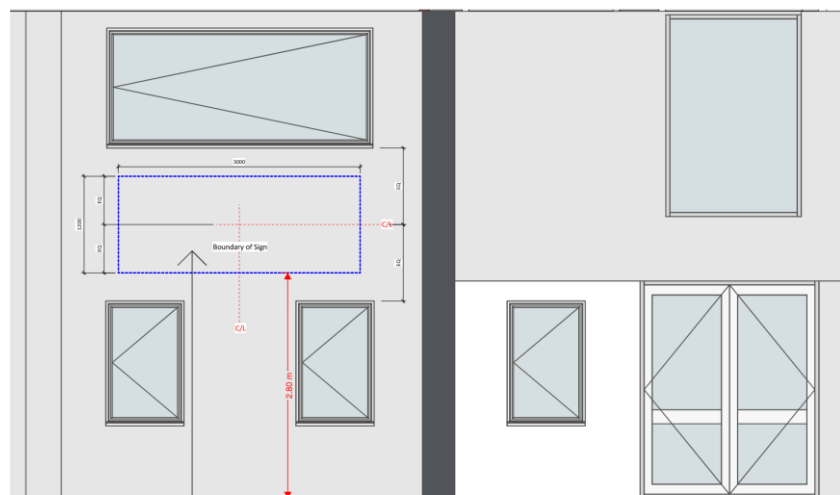
Site Description

The application relates to Oakwell House, a commercial building located within a small business park, Beevor Court, which sits to the South of Oakwell Stadium on the edge of the town centre.



Proposed Development

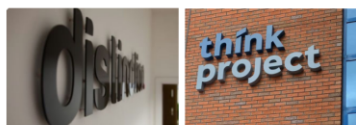
The applicant is seeking advertisement consent for the erection of a non-illuminated sign to the front elevation of the building; measuring 1.2m (H) by 3m (W) and installed 2.8 above ground level.



Front Elevation B
Scale:- 1 : 25



LOGO - As above, supplied by client.
Black and Purple as shown in image. Exact colours to be confirmed.



PRECEDENT - As above, Letters and shapes cut out individually.
No white background. Each shape/letter fixed directly onto brickwork.

Policy Context

Local Plan Allocation – Urban Fabric

Planning decisions should be made in accordance with the current development plan policies unless material considerations indicate otherwise and the recently revised NPPF does not change the statutory status of the development plan as the starting point for decision making.

The new Local Plan was adopted at the full Council meeting held 3rd January 2019 after it was found to be sound by the appointed Planning Inspector following the examination process. This means that it now takes on full weight for decision making process in planning law terms as the development plan for the Borough, superseding the remaining saved policies from the Unitary Development Plan (adopted 2000) and the Core Strategy (adopted 2011).

Local Plan Policy D1 – High Quality Design and Place Making supersedes Core Strategy Policy CSP 29 and sets out the overarching design principles for the borough. Policy D1 States that development is expected to be of high quality design and will be expected to respect, take advantage of and reinforce the distinctive, local character and features of Barnsley

Policy T4 – New Development and Transport Safety states that new development will be expected to be designed and built to provide all transport users within and surrounding the development with safe, secure and convenient access and movement.

Supplementary Planning Document (SPD) – Advertisements states that the council is unlikely to grant consent for: Advertising Hoardings, including poster panels, signs on shops above fascia level, signs on business premises above fascia level, signs which appear out of scale or character with the building or locality.

The SPD also states that excessive illumination causes light pollution and is therefore a waste of energy [...] the light source should be designed so that it is not directly visible to drivers on adjacent roads or likely to cause nuisance to nearby residential properties.

NPPF Paragraph 132 states that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

SPD – Parking supplements Core Strategy Policy T3 New Development and Sustainable Travel and sets out the parking standards that the Council will apply to all new development.

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

Ward Councillors – No comments received

Representations

None

Assessment

Principle of development

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'.

As the advertisements are proposed on a commercial building and its premises within an established commercial area, the consent for erection of the signage is deemed acceptable in principle. Subsequently, consent will be granted where the development is found to be appropriate in scale and respectful of the character of the area. Signage should not adversely impact the amenity of local residents or undermine highway safety.

Residential Amenity

The site is located within an established commercial area, with no residential properties in close proximity to the site. As such, there will be no detrimental effect from proposed new signage.

Visual Amenity

The scale and design of the development is in keeping with the existing building and the wider commercial area and is not considered to be intrusive within the street scene. In addition, the signage will be non-illuminated, further limiting its visual impact.

Recommendation

Approve – subject to the following conditions:

1. The development hereby approved shall be carried out strictly in accordance with the approved plans (Drawing No. 20034-GT-00-ZZ-DR-A-(90)0001) and specifications as approved unless required by any other conditions in this permission.

Reason: In the interests of the visual amenities of the locality and in accordance with Local Plan Policy D1 High Quality Design and Place Making.