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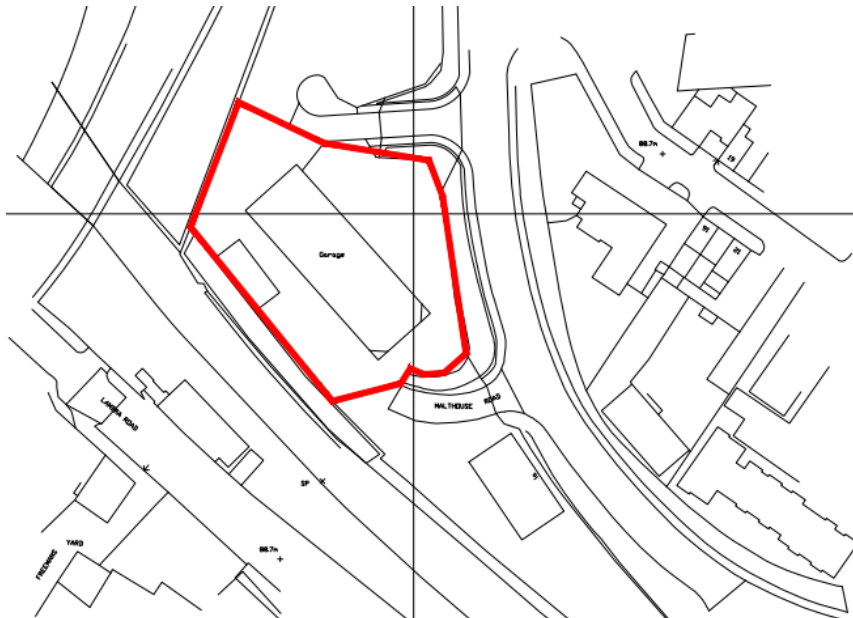
Mr Neil Crossley

Cars2 Peugeot, Malthouse Road, Barnsley, S71 1AL

Display of various illuminated and non-illuminated advertisements at the premises including changes to existing fascia and totem signs

Site Description

The site on Malthouse Road is currently used as a car dealership. Other dealerships can be seen on Pontefract Road along with various workshops, garages, and residential dwellings and flats. Access to the Cars2 (Renault and Dacia) site is gained off Pontefract Road. Along Pontefract Road are existing non-illuminated totem advertisements displaying corporate branding comprising of a logo and brand name. Other existing non-illuminated fascia advertisements can be seen on the elevations of the building, again comprising of logos and the brand name representing the corporate identity.



Planning History

There is an extensive planning history associated with the application site, none of which are relevant to the proposals under consideration within the current application.

Proposed Development

The applicant is seeking approval for the display of various illuminated and non-illuminated advertisements, including changes to the existing fascia and totem signs.

The proposals include: the retention of an existing black woven mesh fascia panel on the southern elevation (Elevation A) of the building, the removal of 1 no. existing 'Renault' fascia sign on the south-east elevation (Elevation B) of the building, the replacement of an existing 'Renault' fascia sign with a new illuminated 'Renault' fascia sign on the south-east elevation (Elevation C) of the building, the replacement of existing 'Renault' and 'Dacia' fascia signs with new illuminated 'Renault' and 'Dacia' fascia signs located on the northern elevation (Elevation E) of the building, and the retrofitting of existing totem signs located to the north-east of the application site.

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 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

Central Ward Councillors were consulted and provided no response.

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

Representations

Neighbour notification letters were sent to surrounding properties and a site notice placed within the vicinity of the site, no comments were received.

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 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 signs and proposed retrofitting works to existing totem signs are, therefore, considered to be high quality and of a good standard of design with appropriate proposed illumination for their setting. As such, it is considered that the installation of the proposed signage and other associated works is acceptable, suitable for its location and is considered to be in line with Local Plan Policies GD1 and 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 fascia signage would be located on the south, south-east and north elevations of the building and the totem signage would be located adjacent to the north-east boundary of the application site and adjacent to Pontefract Road. The proposed signage would comprise of a mix of internally illuminated and non-illuminated elements and would be seen in the context of the other dealerships also located on Pontefract Road to the north and south-east of the application site.

The proposed fascia and totem signage adjacent to Pontefract Road and located on the north elevation of the building would be located opposite a commercial garage with residential dwellings beyond. In the context of passing traffic, street lighting, and being located within a predominantly industrial and commercial 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. 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.

Recommendation

Approve with conditions