
2021/1029

Mrs M Robinson

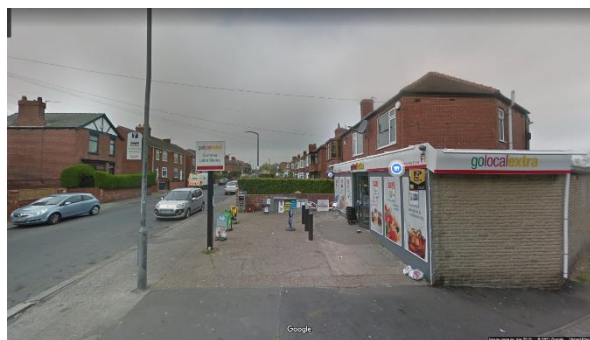
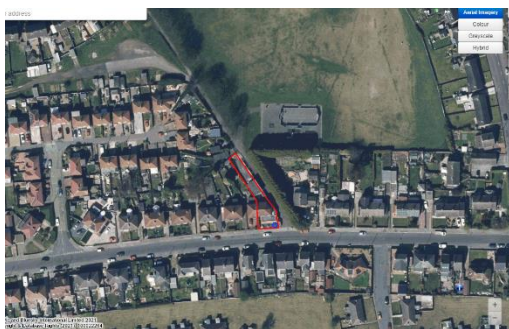
Alterations to existing free-standing illuminated sign to allow for a larger board and extra visuals

220 Summer Lane, Wombwell, Barnsley, S73 8QH

Site Location & Description

The local convenience store is located in a purely residential area of detached and semi detached red brick built properties.

The premises have a hard surfaced area to the front of the building which is occupied by some small free standing swinging signs and a totem sign.



Proposed Development

The applicant seeks permission for the installation of a replacement totem sign; the proposed sign is to measure 0.9m by 1.5m and have a height of 2.45m above ground level.

The proposed sign is to be located in the same location as the existing sign, adjacent to the street lighting.

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 development plan consists of the Core Strategy, saved Unitary Development Plan policies. The Council has also adopted a series of Supplementary Planning Documents and Supplementary Planning Guidance Notes, which are other material considerations.

Local Plan

The new Local Plan was adopted at the full Council meeting held 3th 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 in the year 2000) and the Core Strategy (adopted in 2011).

GD1 – General Development – Development will be approved if there will be no significant adverse effect on the living conditions and residential amenity of existing and future residents.

D1 – High Quality Design and Place Making – Development is expected to be of a high quality design and will be expected to respect, take advantage of and reinforce the distinctive, local character and other features of Barnsley.

T4 – New Development and Transport Safety – 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.

POLL1 – Pollution Control and Protection - Development will be expected to demonstrate that it is not likely to result directly or indirectly in an increase in air, surface water, and groundwater, noise, smell, dust, vibration, light or other pollution which would unacceptably affect or cause a nuisance to the natural and built environment.

SPDs

Advertisements

NPPF

The National Planning Policy Framework sets out the Government's planning policies for England and how these are expected to be applied. At the heart is a presumption in favour of sustainable development. Development proposals that accord with the development plan should be approved unless material considerations indicate otherwise. Where the development plan is absent, silent or relevant policies are out-of-date, permission should be granted unless any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in the Framework as a whole; or where specific policies in the Framework indicate development should be restricted or unless material considerations indicate otherwise.

In respect of this application, the policies above are considered to reflect the 4th Core Principle in the NPPF, which relates to high quality design and good standard of amenity for all existing and future occupants of land and buildings. They also reflect the advice in paragraph 126 (general design considerations) and paragraph 134, which state that 'permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions'.

Consultations

Highways DC – no objections.

Pollution Control – no comments received

Ward Councillors – no comments received

Representations

Neighbour notification letters were sent to neighbouring properties and a site notice posted adjacent to the site; no representations have been received in relation to the application.

Assessment

Principle of Development

The site is allocated as Urban Fabric within the Local Plan Policies map.

The erection of the signage is deemed acceptable in principle and subsequently, consent will be granted where the development is found to be appropriate in scale and respectful of the character of the area and advertisements should not adversely impact the amenity of local residents or undermine highway safety.

Residential Amenity

The advertisement is to be located within hard surfaced area to the front of the property, whilst the premises are located within a predominantly residential area and the sign is to be illuminated, it is considered that the sign would not lead to an increase in light pollution to the detriment of residential amenity as the sign is located at 90 degrees to the neighbouring properties and is situated adjacent to a street light, nevertheless a condition will be included to ensure that the illumination is switched off outside of opening hours.

As such, it is anticipated that there will be no detrimental effect from the new signage for local residents and it will not be prejudicial to the amenity of surrounding units in line with the requirements of the SPD Advertisements and Local Plan policies GD1 and POLL1.

Visual Amenity

The proposed advertisement is to replace an existing sign currently located within the front hard surfaced area to the front of the property, whilst the premises are located in a predominantly residential area, the proposed sign is of a small scale and wouldn't give rise to a cluttered appearance above the existing and is considered acceptable and in line with Local Plan Policies GD1 and D1.

Highway Safety

Highways DC have not raised any objection to the proposal as it is not considered to undermine highway safety and therefore it is in compliance with Local Plan Policy T4.

Recommendation

Grant subject to conditions