
2024/0002

Ms Emma Tuckey

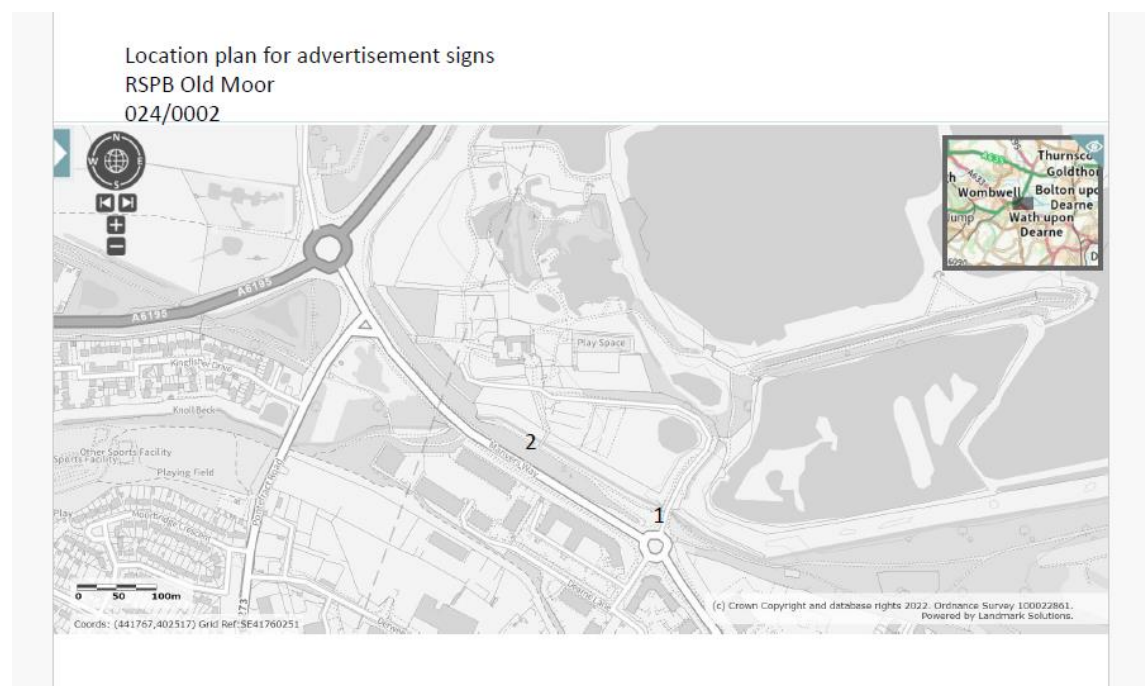
Erection of 2 non-illuminated signs

RSPB, Old Moor Lane, Wombwell, S73 0YF

Description

Old Moor is an RSPB reserve located to the southeast of Darfield and Wombwell at the boundary of the borough with Rotherham. The site is a nature reserve with visitor facilities and associated office accommodation. The visitor centre is accessed via a long private road and the traditional stone buildings are screened by surrounding woodland. The buildings are arranged around a central courtyard with tables and chairs associated with the café.

The two application sites are located to the South East of the main buildings, one at the main entrance drive and the other at the entrance from the TPT. The sites falls just outside the SSSI boundary and are located within the green belt.



Proposed Development

Permission is sought to replace the existing signage within the following areas:

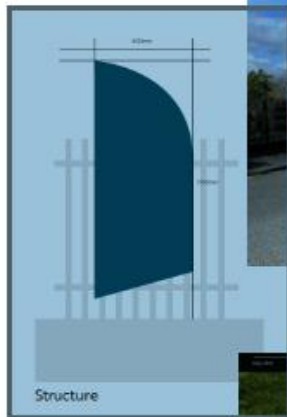
Sign 1: Located at the main entrance.

The sign will be an aluminium board attached to the existing fencing and will replace the existing signage. The proposal will be a blue sign with white text, size 800mm x 1950mm.

Sign 2: Located at the entrance to the TPT.

The sign will be an aluminium board attached to the existing fencing and will replace the existing signage. The proposal will be a blue sign with white text, size 800mm x 1950mm.

Sign 1



Location one – main entrance drive

Location two –entrance from Trans Pennine Trail

Blue sign, white text. Aluminium board attached to fencing

INF2.2 - Gateway Signage
n-viro graphic panel for face fixing, profiled to shape
Size: 800mm x 1950mm
Material: 3mm Aluminium
Graphics: Full colour print onto white base stock with DuoGuard anti-graffiti coating
Fixing: Channel to reverse, fence mounting plates
*Client to supply ready to print digital artwork



Current signage

Sign 2



Location two –entrance from Trans Pennine Trail

Blue sign, white text. Aluminium board attached to fencing

INF2.2 - Gateway Signage
n-viro graphic panel for face fixing, profiled to shape
Size: 800mm x 1950mm
Material: 3mm Aluminium
Graphics: Full colour print onto white base stock with DuoGuard anti-graffiti coating
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Current signage

Policy Context

The site is allocated as Green Belt

Local Plan

The following Local Plan policies are relevant:

SD1: Presumption in Favour of Sustainable Development

GD1: General Development

T4: New Development and Transport Safety

D1: High Quality Design and Place Making

GB1: Protection of Green Belt

POLL1: Pollution Control and Protection

BIO1: Biodiversity and Geodiversity

SPD:

Supplementary Planning Document: Advertisements

The 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:

NPPF Paragraph 141 states that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

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

Rotherham Council – No objections

PROW: No objections subject to informative

Local Councillors – Support the proposal

Neighbours

A site notice posted close to the site - No objections received

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 local residents or undermine highway safety.

As the advertisements are replacing existing signs on the boundary to an established nature reserve where signage would be expected to direct the public coming to the site then they would be acceptable in principle

Residential Amenity

The proposals are not located close to any residential properties.

Footpaths

A public footpath (Wombwell FP 13) runs adjacent to the location of sign 2, located next to the bridge over Knoll Beck. The Council's public right of way team have stated that this area should remain safely open and available for the public to use at all times.

Visual Amenity

The proposed signage is to replace the existing within the same positions. The signage is limited to that which is necessary to clearly identify the premises. The colour scheme will have no further impact than that of the existing. The entrance signs are reasonable in scale and design, having regard to the surroundings. The signage is similar to the existing, therefore the visual impact is not expected to significantly change from the existing. As such, it is considered that the signs are not injurious to the visual amenity of the local surroundings in compliance with Local Plan Policy D1 and SPD: Advertisements.

Highway Safety

The signage is to replace the existing in the same or almost the same location. 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