

2024/0362

Mr J Barker

Priory Campus, Pontefract Road, Lundwood, Barnsley, S71 5PN

Erection of 1no. illuminated fascia sign, 1no. non-illuminated fascia sign and a non-illuminated free-standing sign

Site Description

Priory Campus is a two storey, detached, brick building constructed circa 1995. Access is taken from Pontefract Road to the northeast corner of the site which serves a car park to the north of the building. It provides multiple services for local residents.

Relevant Planning History

B/93/1013/BA - Erection of community resource centre and three retail units (ancillary to scheme)

B/96/0239/BA/AD - Display of non-illuminated free-standing sign (Approve)

B/03/2050/BA - Siting of a Portakabin building (Approved with Conditions)

2007/1718 - Siting of portakabin for use as office (Approved with Conditions)

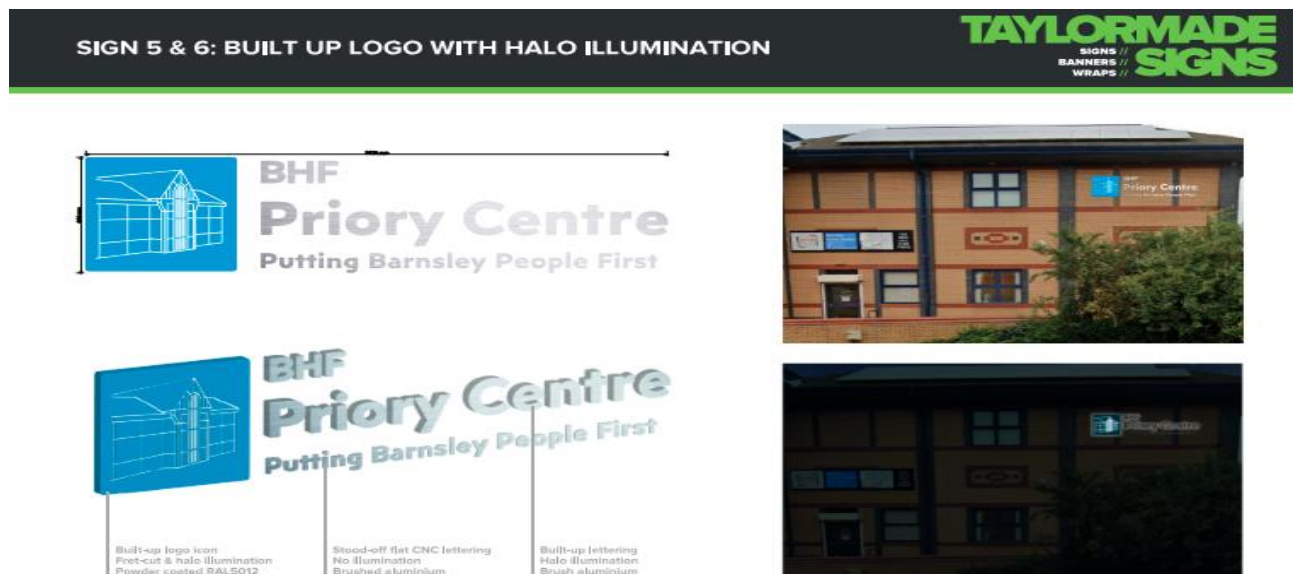
2010/0995 - Erection of new annex consisting of GP Surgery, Pharmacy, multi use facilities, community facilities and new car park with access off Rotherham Road (Approved with Conditions)

2012/0109 - Installation of 250Wp solar panels to commercial building (Approved with Conditions)

2014/0072 - Formation of extra car parking spaces & unloading facility and creation of additional window openings in the front elevation (Approved with Conditions)

2014/0737 - Erection of conservatory extension to Nursery (Approved with Conditions)

Proposed Development



The applicant is seeking approval for signage works to include the erection of 1no. illuminated fascia sign, 2no. non-illuminated fascia signs and a 2no. non-illuminated free-standing signs. It is noted the signage is retrospective.

Policy Context

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

Local Plan Allocation – Urban Barnsley

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).

The Local Plan was adopted by the Council in January 2019 and the Council has also adopted a series of Supplementary Planning Documents which are other material considerations. The National Planning Policy Framework represents up-to-date government planning policy and is a material consideration that must be taken into account where it is relevant to a planning application.

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

Policy GD1: General Development – States that proposals for development will be approved where there will be no significant adverse effect on the living conditions and residential amenity of existing and future residents. Development will be expected to be compatible with neighbouring land and will not significantly prejudice the current or future use of neighbouring land. Policy GD1 below will be applied to all development.

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 – 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.

Policy 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.

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 *"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.

Pollution Control were consulted and raised no objections.

Representations

The application was advertised by both neighbour notification letters and a site notice, one objection was received and in summary objected because the signage has already been erected.

Assessment

Principle of Development

The site is within urban Barnsley 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 visual amenities and does not adversely impact the amenity of local residents, or highway safety.

Visual Amenity

The proposed advertisements which are similar to the existing permitted advertisements are sufficient to identify the premises and does not give rise to a cluttered or overly commercial appearance. It is considered that the proposal will not harm the visual amenity of the surrounding area is therefore considered acceptable in terms of visual amenity. The proposed development is therefore not considered to be contrary to Local Plan Policy D1: High Quality Design and Place Making and is considered acceptable in terms of visual amenity.

Residential Amenity

It is anticipated that there will be no detrimental effect from the new signage for local residents as the proposed luminance is low (9 cd/m²) 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 D1. Pollution Control were consulted on the application and raised no objections.

Highway Safety

There will be no impact upon highway safety.

Recommendation

Approve with conditions