
2022/0797

Mr Mark Hepburn

Installation of 2No. 1500mm illuminated advertisements

522 Doncaster Road, Stairfoot, Barnsley, S70 3PE

Site Location and Description

The site is located within the Stairfoot Local Centre with a frontage onto both Doncaster Road and Old Doncaster Road. The immediate vicinity is predominantly commercial but there is a care home on the opposite side of Doncaster Road.

The site accommodates the Starbucks and its car park both of which are screened to some extent by the well established planting around the site.

Site History

2020/1249 – conversion of former restaurant into drive thru coffee shop, changes to the external facing materials and site layout including the reinstatement of drive through lane and the erection of a separate detached building to be used as a hot food takeaway delivery hub.

Proposal

Permission is sought to display two round 1500mm diameter illuminated signs on the sides (East and West facing elevations) of the building.

Proposal to take the following forms:



Policy Context

Decisions on applications for advertisement consent are not determined under the S38/6 presumption in favour of the development plan. However, development plan policies are a material consideration, and will inform consideration of the two principal issues of public safety and amenity

Local Plan

The site is within an area allocated as a Local Centre within the Local Plan Proposals Maps where the following policies are relevant:

Policy GD1 General Development – sets a range of criteria to be applied to all proposals for development, including:

- no significant adverse effect on the living conditions and residential amenity of existing and future residents;

Policy D1 High Quality Design and Place Making - indicates that we will positively encourage developments which will help in the management, conservation, understanding and enjoyment of Barnsley's historic environment and will support proposals which conserve and enhance the significance and setting of the borough's heritage assets.

Policy T4 New development and Transport Safety - expects new development to be designed and built to provide safe secure and convenient access and to not cause or add to problems of highway safety or efficiency.

NPPF

These policies reflect the purpose of achieving sustainable development set out in the NPPF and in particular (in relation to this proposal) the economic, social and environmental objectives.

Supplementary Planning Documents (SPD):

Advertisements SPD – offers guidance to anyone seeking to display an outdoor advertisement and in particular cautions against cluttered advertising and excessive illumination.

Consultations

Highways DC The proposed signs are in the form of two roundels that will be positioned on each side of the Starbucks building. The proposed luminance of the signs is well within accepted levels and from a highways point of view there are no problems with the siting of the signs.

As such, the proposals are considered acceptable from a highways development control perspective.

Pollution Control This development is unlikely to have an adverse impact on health and the quality of life of those living and/or working in the locality, so approval is recommended

Representations

The application has been advertised via letters direct to neighbours, and a site notice displayed from 9 – 31 August; no representations have been received.

Assessment

Principle of Development

Advertisements are acceptable where they would not be harmful to amenity, by virtue of size, position, location or proliferation and level of illumination; and where the proposal would not be prejudicial to public safety.

Highways Safety

Reflecting the advice of highways development control, it is considered that the proposed illuminated signs would not be prejudicial to public highway safety.

Visual Amenity

The signs are considered appropriate in design and scale to the building and to their setting and have an acceptable impact on visual amenity.

It is therefore considered that the proposed signs are acceptable in terms of their impact on visual amenity and are in compliance with Local Plan Policies GD1 and D1 and the Advertisements SPD

Recommendation

Grant subject to a plans condition