
2022/0454

Erection of 2 no. freestanding billboard marketing signs

Gateway 36 Phase 2 development site, south of Shortwood Roundabout, Dearne Valley Parkway, Barnsley

Site Location and Description

The site is located on the Dearne Valley Parkway on the verge south of the Shortwood roundabout and relates to the Gateway Phase 2 site. New development is currently being constructed to the south within the Hoyland North masterplan area and engineering works continue in the area to prepare the ground other employment development.

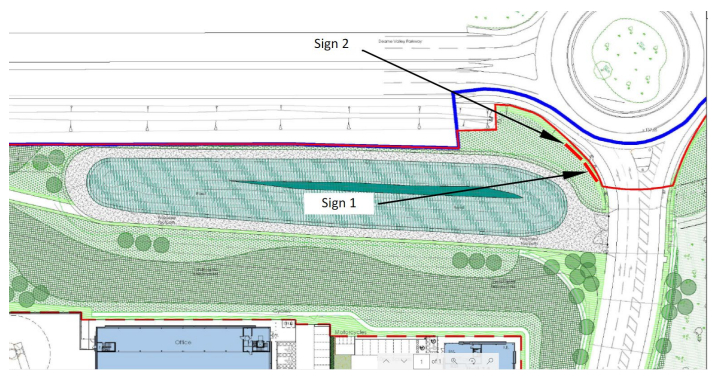
Site History

2019/1573 Hybrid planning application for a development up to 102,193sqm of employment uses (use classes B1/B2 and B8) and associated works including provision of internal access roads, drainage and landscaping, a) Outline with all matters reserved apart from means of access; and b) full application for associated earthworks and creation of access points including new roundabout to access Local Plan allocation site ES15

2021/1007 Erection of 3no. buildings for industrial (class E(g)(iii)/B2) or storage and distribution (class B8) use with associated spur road, yards, parking, landscaping and drainage infrastructure (Reserved matters of outline planning permission 2019/1573 for Phase 2A.1 seeking approval of appearance, landscaping, layout and scale)

Proposed Development

Permission is sought to display two signs (measuring 3.05m high x 6 m wide and a depth of 01.m) for the marketing of the site and would stand 1.5m from the ground. Lettering would be of blue and white and be non-illuminated on advertisement 1 and of blue, white and yellow on advert 2. Sign 1 is already in place and Sign 2 to be placed immediately adjacent.



GATEWAY
36
FROM
Q4 2022

FOR SALE / TO LET
INDUSTRIAL AND
LOGISTICS UNITS
5,000 - 300,000 SQ FT

A PROJECT BY
Harworth

Transform Regenerate Revitalise
gateway36barnsley.com

**0114 272 9750**
Knight Frank

**0113 245 6000**

R-evolution
36
ON SITE
NOW

TO LET UNITS FROM
5,750 -
49,500 SQ FT

A PROJECT BY
Harworth

Transform Regenerate Revitalise
gateway36barnsley.com

**0114 272 9750**
Knight Frank

**0113 245 6000**

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 allocated as urban fabric within the Local Plan Proposals Maps where the following policies are relevant:

Policy Poll1 Pollution Control and Protection - sets criteria to ensure that new development does not unacceptably affect or cause nuisance to the natural and built environment or to people; or suffer from unacceptable levels of pollution.

Policy T4 New development and 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.

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.

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 – no objections

Ward Councillors – no comments

Representations

The application has been advertised via letters directly to neighbouring units, and a site notice displayed . 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.

The Advertisement SPD states that signs on shops, business and commercial premises should be limited to that which is necessary to identify the premises. It goes on to state that the Council is therefore unlikely to grant consent for advertising hoarding, including poster panels and banner signs. As the two proposed signs are for marketing purposes, the proposal is in conflict with the SPD on this point.

In this case however, the hybrid planning application granted in this area was of a very large scale (over 38 ha), extending on both sides of the Deane Valley Parkway. This has resulted in a large number of plots being available for employment development. The Council is supportive of the promotion of the wider site as a means to securing development and getting the plots built out at an early stage and secure business investment for Barnsley. This would also help to deliver jobs and economic growth for Barnsley and deliver the Local Plan without delays.

It would however, seem prudent to limit the timescale for these advertisements to be in place to avoid inaccurate or out of date information or shabby boards in the longer term through weathering.

Highways Safety

The highways officer has advised that the proposed signs are to be positioned directly next to each other on the new fourth arm of Shortwood Roundabout off Deane Valley Parkway and they are set back far enough from the highway so as to not interfere with any lines of sight. He is satisfied that the proposals do not adversely impact upon the highway and are therefore considered acceptable from a highways development control perspective. The application is therefore in accordance with Local Plan Policy T4

Visual Amenity

The two signs on the adjacent to the roundabout are not unduly large in this location and despite being on the roundabout are not unduly prominent and are non-illuminated. The signs are considered appropriate in design and scale to the building and to their setting. As the signs are for marketing purposes it would be prudent to limit the period of the permission so avoid unnecessary signage being left close to the highway once the units have been let.

It is therefore considered that the proposal is acceptable in terms of its impact on visual amenity and is in compliance with Local Plan Policy GD1 and the Advertisements SPD

Recommendation

Grant subject to conditions