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**2023/0030**

Mr Tom Baines

Installation of a new double sided illuminated totem sign adjacent to the retail park site entrance

Barnsley Trade Park, Wombwell Lane, Stairfoot, Barnsley, S70 3NS

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### **Site Location and Description**

The site is located at one of the entrances to Barnsley Retail Park off Wombwell Lane. The Retail Park features well established planting including in the vicinity of the proposed sign.

To the South and West there is the Barnsley Trade Park. On the opposite side of Wombwell Lane behind a relatively well screened boundary is the now vacant Readymix concrete site and beyond that Stairfoot Quarry.

The proposed sign will be displayed on the landscaped verge.

Photo of the site location



### **Site History**

The site is part of a long established retail park, there is no other relevant site history.

### **Proposed Development**

Permission is sought to display a new totem sign measuring 6 metres high, 1.8 metres wide and 0.4 metres deep and illuminated to 400cd/m<sup>2</sup>

Proposal to take the following form:



## 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 a Retail Park within the Local Plan Proposals Maps where the following policies are relevant:

**Policy TC4 Retail Parks** – indicates that retail warehouses will be allowed in retail parks and that other uses will be allowed where the role, character and function of the retail park will not be adversely affected.

**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 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** – Initial comments expressed concern that the sign could conflict with visibility for vehicles emerging from the retail park.

In response to the receipt of an amended plan clarifying the siting of the sign on the verge, confirmed that the proposed sign would not impact on visibility; the grass verge does not form part of the public highway; and the luminance level of 400cd/m<sup>2</sup>. As such, the proposals are considered acceptable from a highways development control perspective

**Ward Councillors** – no comments received

## **Representations**

The application has been advertised via letters direct to nearby properties, and a site notice displayed 3 to 24 February. No representations has 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

The proposed sign is sited well clear of the highway and visibility splays. The proposed luminance is within the recommended maximum levels. It is concluded that the sign would not be prejudicial to public highway safety.

### Visual Amenity

The SPD Advertisements indicates that signs on businesses and commercial premises should be limited to that which is necessary to identify the premises, and that the over provision of signs can give rise to a cluttered and aggressively commercial appearance which can have a damaging impact upon the visual character of an area.

The Council understands the need for commercial visibility for businesses. On initial site inspection it was apparent that several of the retailers have displayed low level signs on the highway frontage without consent. The proposed totem sign is a reasonable response to the desire for signage to provide a level of commercial presence and would also reduce the potential for proliferation and clutter resulting from individual retailers wanting to display totem signs at the entrance to the retail park. The unauthorised signs have recently been removed from the highway frontage.

It is considered that the proposed sign is an appropriate addition to the street scene, viewed from the highway in the context of the buildings and landscaping of the retail and trade parks, and would have an acceptable level of illumination. It is concluded that the proposal is acceptable in terms of its impact on visual amenity and is in compliance with Local Plan Policies GD1 and D1 and the Advertisements SPD

### **Recommendation**

**Grant subject to conditions**