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## Ref 2022/0399 –Advertisement Consent Application

Applicant: Mr Pavandeep Panesar

Proposal: Erection of free standing advertisement totem sign for electric vehicle charging station

Address: Car park of the Hotel Ibis Styles, Whinby Road, Dodworth, Barnsley

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### Planning History

2005/1636 – erection of four-storey 117 bed hotel and a two-storey PH and restaurant, with associated works and car parking spaces.

### Site Description

The application relates to the car park to the Ibis Styles Hotel, off Whinby Road. The application site is immediately adjacent to the highway verge/embankment to Whinby Road, to the west of the hotel.

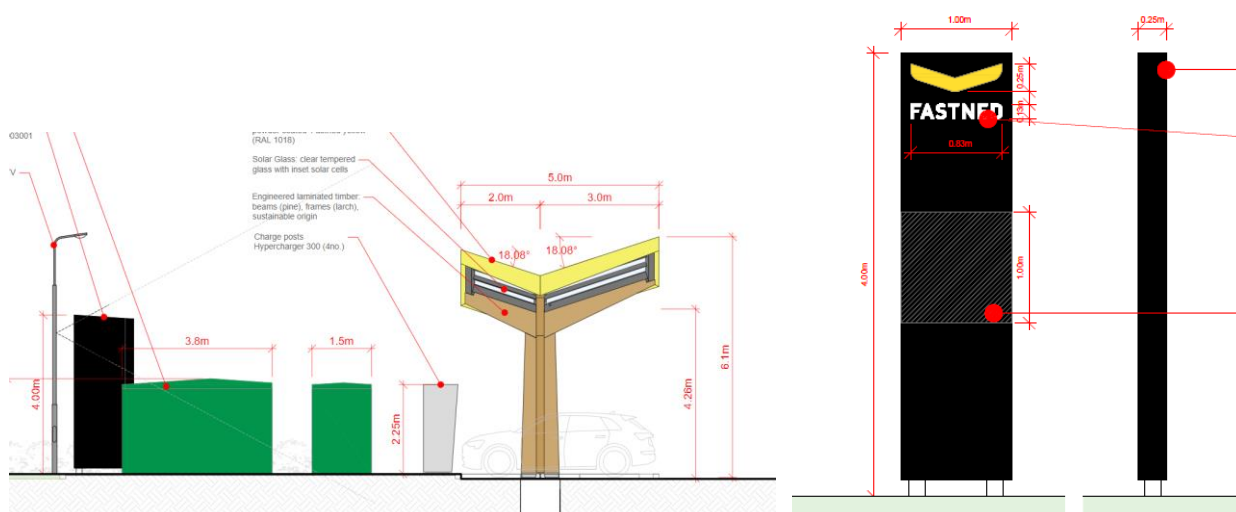


### Proposal

The application seeks permission to display a 4 metre high x 1 metre wide totem sign. The application has been amended from the originally proposed 6m high x 2m wide sign.

Elevation drawing showing sign before width reduction.

Amended sign



### Policy Context

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

### Local Plan

The Local Plan was adopted at the full Council meeting held on 3<sup>rd</sup> January 2019.

The application site is in an area designated as Urban Fabric in the Local Plan. The following policies are relevant:

**Policy GD1 General Development** – Development will be approved subject to consideration of criteria relating to the impact and quality of the proposal.

**Policy D1 High Quality Design and Place Making** – Development is expected to be of a high quality design and will be expected to respect, take advantage of and reinforce the distinctive, local character and other features of Barnsley.

**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.

### Supplementary Planning Documents

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

### NPPF

The National Planning Policy Framework sets out the Government's planning policies for England and how these are expected to be applied. At the heart is a presumption in favour of sustainable development. Development proposals that accord with the development plan should be approved unless material considerations indicate otherwise. Where the development plan is absent, silent or relevant policies are out-of-date, permission should be granted unless any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in the Framework as a whole; or where specific policies in the Framework indicate development should be restricted or unless material considerations indicate otherwise.

In respect of this application, the policies above are considered to reflect the NPPF, which relates to high quality design and good standard of amenity for all existing and future occupants of land and buildings. They also reflect the advice in paragraph 136 which states that the quality and character of places can suffer when advertisements are poorly sited and designed. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

### **Consultations**

#### **Highways Development Control:**

The luminance of the proposed totem sign is given on the application form as being 500cd/m<sup>2</sup>. This is well within the maximum recommended luminance levels for signage. The proposed location of the sign does not interfere with any sight lines.

I do not consider the proposals to adversely impact upon the highway, as such there are no objections on highways development control grounds.

**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, therefore no conditions are recommended.

**Ward Councillors** – No response

## **Representations**

The application was advertised by way of a site notice (4-25 May) and consultation letters which were sent to units/properties near to the proposal site. No responses have been received

## **Assessment**

### Principle

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.

### Visual Amenity

The proposed totem sign has been reduced in size from 6 x 2 metres to 4 x 1 metres and is comparable to the size of the nearby permitted signs, including one for the host property's restaurant. It is concluded that the amended sign is now of an acceptable appearance, appropriate to its location and in conformity with the SPD advertisements.

### Residential Amenity

The site is part of a wider commercial area but there are houses on the opposite side of Whinby Road. They are set back from the road, at a lower level than the road and behind significant highway landscaping, such that it is not considered that the dwellings would be adversely affected by the proposed sign.

### Highway Safety

The Highways Officer has advised that the luminance of the proposed sign is acceptable and the sign will not interfere with any sight lines. It is considered that the proposed sign will not adversely impact upon the highway and is considered acceptable from a public safety perspective and in accordance with Local Plan policy T4 – New Development and Transport Safety. It is concluded that the proposed sign would not be prejudicial to public highway safety.

### Conclusion

As amended, the proposed sign is proportionate to its setting and is acceptable in visual amenity and public highway safety terms. A condition is recommended to secure the proposed luminance.

## **Recommendation**

**Grant** subject to conditions