2022/1105

Cardtronics UK Ltd, trading as Cashzone

Hoyland Mini Market, 11A Cumberland Road, Hoyland, Barnsley, S74 9PQ

Illuminated ATM surround advertisement (Retrospective)

Site Description

The application site is Hoyland Mini Market, Unit 3, 11-13 Cumberland Road. Hoyland Mini Market is one of three commercial units housed within a singular property. This property forms a cul-de-sac with neighbouring residential properties off Cumberland Road.

The surrounding area predominantly consists of dwellinghouses.

Hoyland Mini Market is set back from the highway with a large, hard surfaced area forming a distinguishable separation between the highway and the commercial unit.

Access to the rear of the property is gained to the side of Hoyland Mini Market. This boundary is formed by an existing stone wall and timber fencing.

There is an existing ATM located to the left of the entrance of the Hoyland Mini Market.





Planning History

There is a complex and varied planning history on the site relating to the Hoyland Mini Market site and its previous incarnations, the most relevant recent planning applications being:

B/94/1208/DT – Conversion of derelict supermarket to three shop units (Class A1) and installation of shop fronts. – Approve with Conditions.

B/05/1345/HN - Change of use to Class A5: Take Away. – Approve with Conditions.

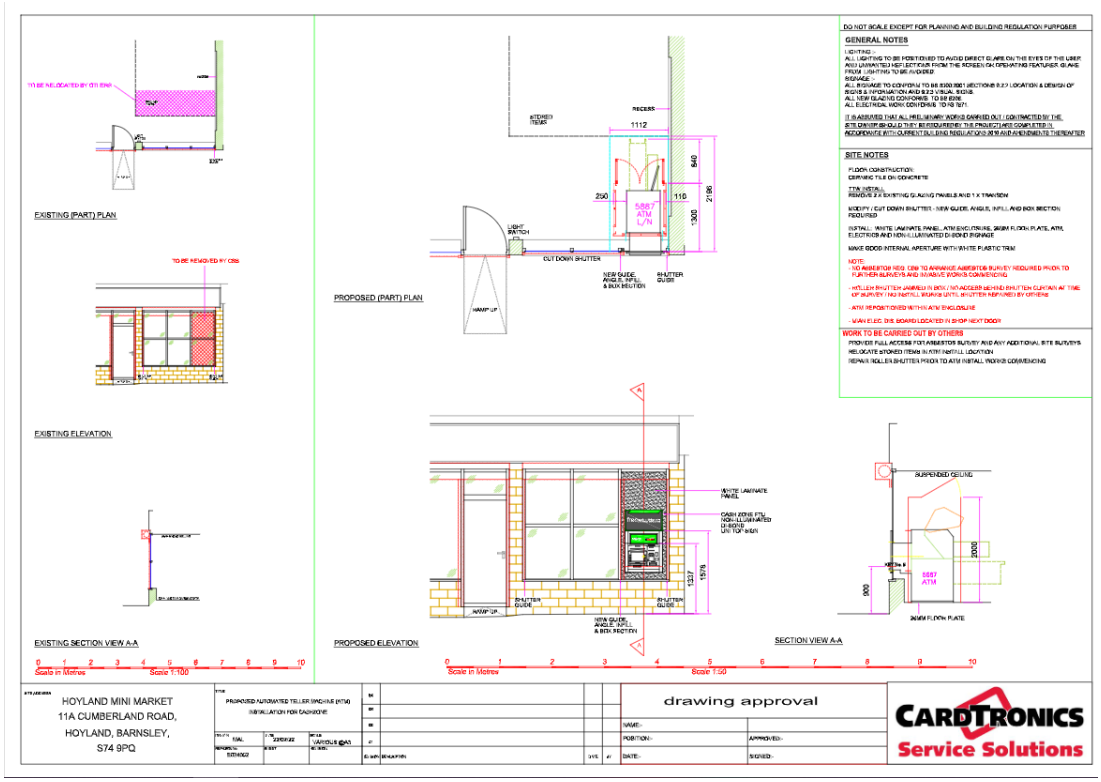
Proposed Development

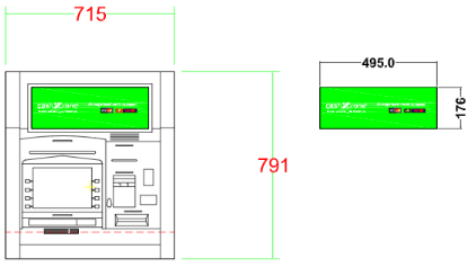
The applicant is seeking retrospective approval for an illuminated ATM surround advertisement.

The proposals consist of illuminated and non-illuminated elements.

The illuminated element relates to an internally illuminated advertisement within the ATM consisting of a green Perspex sheet, white lettering, and bank symbols in various colours. It would also display the corporate logo of Cash Zone.

The non-illuminated elements relate to a top sign which would identify the ATM and a white laminate panel surround.





EXTENDED BEZEL

SIGN MATERIALS : -

GREEN PERSPEX SHEET WITH WHITE LETTERING AND BANK SYMBOLS IN VARIOUS COLOURS

METHOD OF ILLUMINATION : -

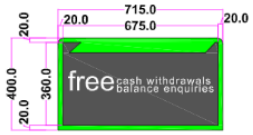
- ROWS OF LED LIGHTS BEHIND THE TEXT
- WHITE LETTERING IS TRANSLUCENT
- STATIC ILLUMINATION
- INTERNAL ILLUMINATION
- APPROX > 60 LUX @ 1.0 METRE AND WITH AMBIENT LIGHTING > 80 LUX

drawing approval

CARDTRONICS UNITED KINGDOM
A division of Cardtronics Europe

new wave Installations

DO NOT SCALE EXCEPT FOR PLANNING AND BUILDING REGULATION PURPOSES



TECHNICAL DATA:
CONSTRUCTED USING DI-BOND

METHOD OF FIXING TO GLASS
- GLASS IS CLEANED AND PRIMED
- VHB (VERY HIGH BONDING) TAPE IS APPLIED TO THE BACK OF THE SIGN AND PRESSED FIRMLY ONTO THE GLASS

METHOD OF FIXING TO BRICK OR LAMINATE PANEL
- SIGN IS SCREWED TO THE BRICK WORK OR TO THE LAMINATE PANEL

CARDTRONICS SERVICE SOLUTIONS DWG

drawing approval

CARDTRONICS Service Solutions

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 Fabric

The Barnsley Local Plan (BLP) was adopted at the full Council meeting held 3rd January 2019. In addition, the Local Authority (LPA) has adopted a series of Supplementary Planning Documents (SPD), and Neighbourhood Plans which provide supporting guidance and specific local policies and are a material consideration in the decision-making process. 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.

<u>Supplementary Planning Document: Advertisements</u>

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.

<u>National Planning Policy Framework</u>

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 134 states that *"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"*.

Furthermore, paragraph 136 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 accounts of cumulative impacts.'*

Consultations

Councillors covering the Hoyland Milton area were consulted, however, no comments or objections were received.

Representations

Neighbour notification letters were sent to surrounding properties, no objections or comments were received.

A site notice was also utilised dated 9th November 2022.

Assessment

Principle of Development

The site falls within urban fabric and 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 does not adversely impact the amenity of local residents or highway safety.

Visual Amenity

The proposed ATM advertisements consisting of illuminated and non-illuminated elements are considered to be sufficient to identify the ATM, they do not give rise to a cluttered or overly commercial appearance, nor do they detract from the design of the unit.

The proposed internally illuminated advertisement and subsequent non-illuminated top sign and surround are therefore considered to be high quality and of a good standard of design with appropriate proposed illumination for their setting.

It is therefore considered that the installation of the proposed signage is acceptable, suitable for its location and is considered to be in line with Local Plan Policies GD1 and D1.

Residential Amenity

It is anticipated that there will be no detrimental effect from the new signage for local residents and it will not be prejudicial to the amenity of surrounding dwellinghouses in line with the requirements of the SPD Advertisements and Local Plan policies GD1 and D1.

Highway Safety

Highways were not consulted on this application; however, they were consulted on the subsequent planning application for the installation of the ATM (2022/1101). As such, their comments are also considered relevant to this application.

Highways stated that the ATM which compromises non-illuminated signage and internally illuminated signage is in a location which is unlikely to provide the potential for distraction for drivers using Cumberland Road or cause confusion to highway users and would therefore be acceptable.

Therefore, the proposals are not considered to be of a scale or positioned in a way that would adversely affect highway safety. The scale and level of illumination is not considered to be detrimental to the safety of passing traffic in the context of surrounding dwellinghouses and street lighting and is therefore considered to comply with Local Plan Policy T4.

Recommendation

Approve with Conditions