Ref 2022/0997 EOT 26 April

Applicant: Mr Karl Buck

Proposal: Display of externally illuminated signage panels on 3 side of the building

Address: Unit 7, the Oval on Sheffield Road, Hoyland Common, Dearne Valley Parkway, Barnsley, S74 0SB

Site Description

The application relates to a commercial unit within the gyratory system recently constructed between junction 36 of the M1 and Dearne Valley Parkway.

The application building is the end unit of a group of seven units. It has a front elevation facing the Dearne Valley Parkway (A6195), a rear elevation facing A6135 and a side elevation facing two of the roundabouts of the gyratory. The building is single storey with green and grey cladding and has a front parking/servicing area facing the Dearne Valley Parkway (A6195)

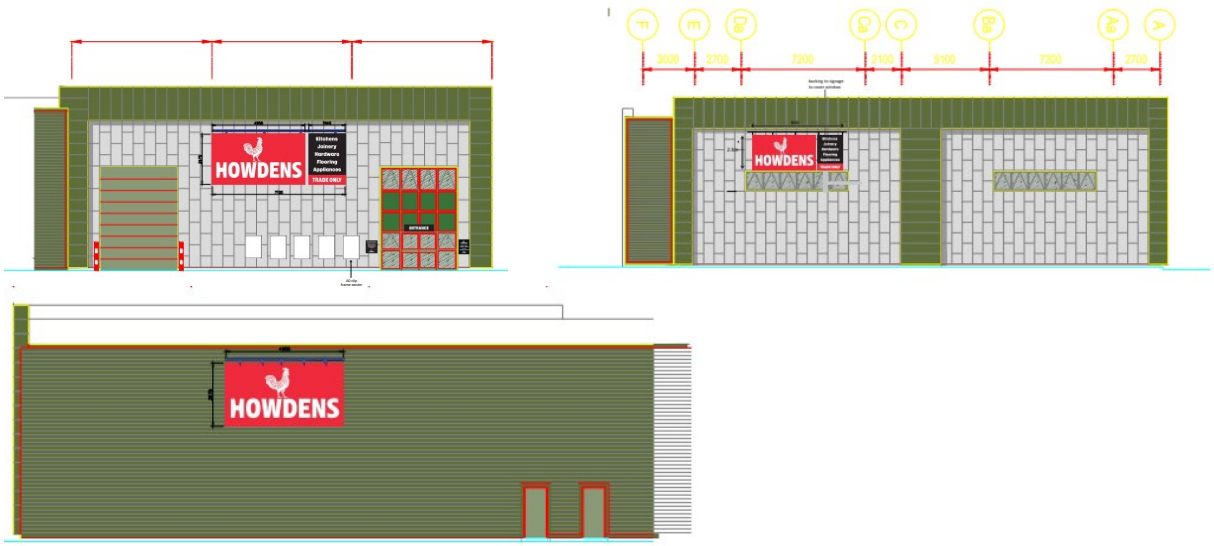




Proposal

The proposal is for illuminated fascia signs on each of the three elevations with external illumination to 299 cd/m^2 The agent has confirmed that the applicant is happy to agree to a condition requiring the illumination to be switched off outside normal business hours.

Proposed elevations:



Planning History

2020/1011 – Erection of 7 class E/B2/B8 units

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 Local Plan was adopted by the Council in January 2019. The Council has also adopted a series of Supplementary Planning Documents which are other material considerations.

The Local Plan review was approved at the full Council meeting held 24th November 2022. The review determined that the Local Plan remains fit for purpose and is adequately delivering its objectives. This means no updates to the Local Plan, in whole or in part, are to be carried out ahead of a further review. The next review is due to take place in 2027 or earlier if circumstances require it.

The application site is in an area designated as an employment allocation the Local Plan.

The following policies are relevant:

Policy ES14 - Rockingham – the development will be subject to the production of a Masterplan Framework covering a number of housing and employment allocations and sets criteria for the development.

Policy GD1 General Development – Development will be approved subject to assessment against a range of criteria, including if there will be no significant adverse effect on the living conditions and residential amenity of existing and future residents.

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.

Other

Hoyland North Masterplan Framework covers several employment and housing allocations and sets the ambition for attractive, high-quality and well-designed development.

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.

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 proposed illuminated fascia signage will be outside the visibility splays from the site onto A61 Sheffield Road and in a location where they are unlikely to cause distraction to drivers of vehicles and are therefore acceptable subject to conditions to restrict illumination levels and brightness levels and to ensure that the displays will turn off in the event of a malfunction or error.

Ward Councillors – One comment has been received from Councillor Lamb requesting that the illuminated signs should only be used during business hours. This for two reasons, the energy crisis and the need to minimise light pollution for biodiversity reasons.

Representations

The application was advertised by way of a site notice (11 October to 1 November) and letters which were sent to units/properties near to the proposal site. No comments 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.

The site is located on a commercial unit that has planning permission for use under class E (retail) or employment uses, B2 or B8. The advertisements therefore relate to an authorised use and the principle of consent is acceptable subject to matters of detail.

Visual Amenity

The proposed signs have been amended since as originally proposed and implemented, the gable sign was proposed to partially (but not completely) obscure one of the gable windows. The amended scheme has now been implemented with the gable sign in place above the window in question. The signs are considered to be appropriate in size and design to the unit that they will be displayed on and with appropriate illumination for their setting. The signs are considered to be acceptable in terms of their impact on visual amenity and in compliance with the SPD Advertisements and Local Plan Policies GD1 and D1. Conditions are recommended to ensure that the advertisements are displayed in accordance with the plans submitted and that illumination is limited as proposed.

Highway Safety

Reflecting the advice of the Highway Engineer, it is considered that the proposed signs do not adversely impact upon the highway and are 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 signs would not be prejudicial to public highway safety subject to a condition restricting the level of illumination. The additional conditions recommended by the Highway Engineer in relation to controlling the level of illumination to adjust the brightness;

and to ensure that the displays will turn off in the event of a malfunction are not considered to be reasonable and have not been recommended.

Conclusion

The proposed signs are appropriate and proportionate to the unit upon which they will be situated and will not have negative impacts on visual amenity or public highway safety

Recommendation

Grant subject to conditions