
2024/1019

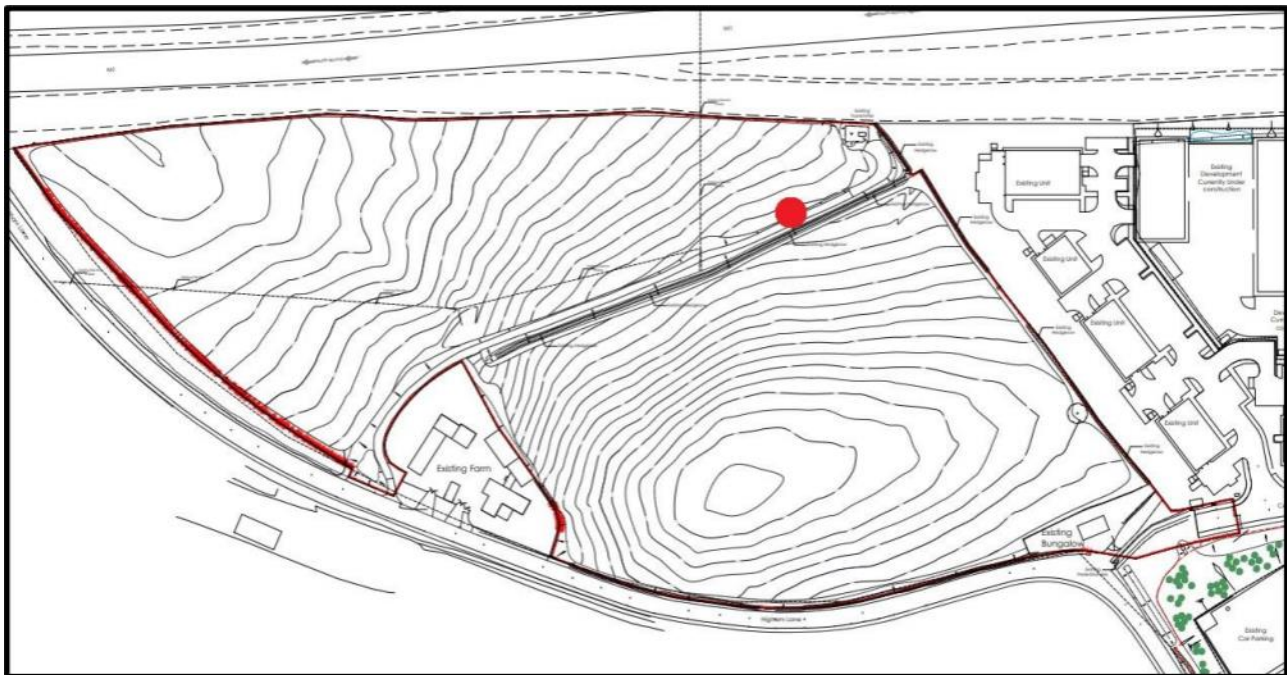
Capitol Park J37 M1 Limited

Land off Higham Lane, Dodworth, Barnsley

Erection of 16ft x 8ft single advertising hoarding board

Site Description

The application relates to an agricultural field allocated for employment. The site is the Capitol Park Extension and is referenced as ES4. To the north of the site is the M1. To the east of the site is Capitol Close industrial estate. In the far east corner of the site a telephone mast is located. Access to the site is located to the west from Higham Lane. Close to the access at the southwest of the site is Higham Manor and Lane Side Farm.



Planning History

1. 2019/0286 – Hybrid planning application for an extension to Capitol Park comprising a) development of 2no warehouses (floorspace of 9,755m² and 7,804m²) for general industrial and storage and distribution purposes (use classes B2 and B8) with provision of ancillary office accommodation - Outline with all matters reserved apart from means of access; and b) full application for provision of associated earthworks, demolition of existing bungalow and formation of access (Amended Plans) – Approve with Conditions
2. 2022/0897 - Details of conditions 4 (noise management plan), 5 (dust management plan), 7 (construction management plan), 9 (trees) and 12 (highway condition survey) of planning permission 2019/0286 -Hybrid planning application for an extension to Capitol Park

comprising a) development of 2no warehouses (floorspace of 9,755m² and 7,804m²) for general industrial and storage and distribution purposes (use classes B2 and B8) with provision of ancillary office accommodation - Outline with all matters reserved apart from means of access; and b) full application for provision of associated earthworks, demolition of existing bungalow and formation of access (Amended Plans) – Approved

3. 2022/0916 - Development of 2no warehouses (floorspace of 9,755m² and 7,804m²) for general industrial and storage and distribution purposes (use classes B2 and B8) with provision of ancillary office accommodation (Reserved matters of the outline part of hybrid planning permission 2019/0286 seeking approval of external appearance, landscaping, layout and scale) (Amended Plans) – Approved with Conditions
4. 2022/1107 - Application for a lawful development certificate for the demolition and clearance works of the bungalow, outbuildings, and surroundings relating to application 2019/0286 - Hybrid planning application for an extension to Capitol Park comprising a) development of 2no warehouses (floorspace of 9,755m² and 7,804m²) for general industrial and storage and distribution purposes (use classes B2 and B8) with provision of ancillary office accommodation - Outline with all matters reserved apart from means of access; and b) full application for provision of associated earthworks, demolition of existing bungalow and formation of access (Amended Plans) – Lawful Development Certificate - Granted with Conditions

Proposed Development

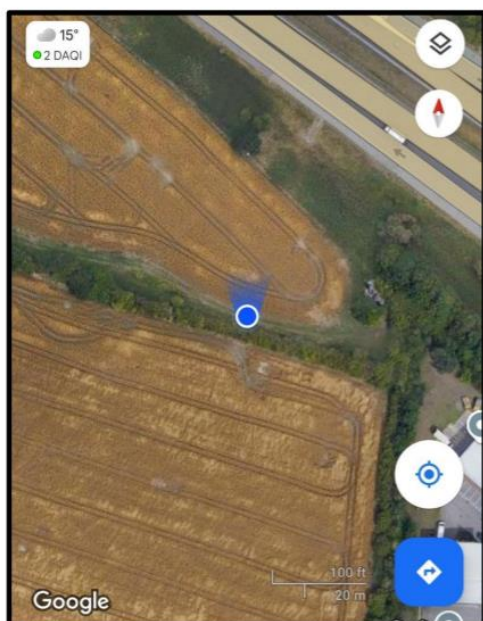
The applicant is seeking permission to erect an advertising hoarding board. The board would be approximately 4.8 metres wide and approximately 2.4 metres in height. The board is proposed to be approximately 1 metre off the ground providing an approximate total height of 3.4 metres. The Board would provide a white background with blue and black writing advertising the land for sale / to let. The top right corner of the board is detailed to provide contact details of the estate agent selling/letting the land in white writing within a red square. The timber posts are detailed to be black. The board is proposed to be situated to the west side of the site and set back from the north boundary of the site by approximately 35 metres.

Capitol Park, Capitol Close, Barnsley

Erect a new 16ft x 8ft single board on land in the field
as shown to face the Southboard traffic on the M1



Proposed Orientation



Policy Context

Planning decisions should be made in accordance with the current development plan policies unless material considerations indicate otherwise; the National Planning Policy Framework (NPPF) does not change the statutory status of the development plan as the starting point for decision making. The Local Plan was adopted in January 2019 and is now accompanied by seven masterplan frameworks which apply to the largest site allocations (housing, employment, and mixed-use sites). In addition, the Council has adopted a series of Supplementary Planning Documents and Neighbourhood Plans which provide supporting guidance and specific local policies which are a material consideration in the decision-making process.

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.

Local Plan Allocation – Employment Allocation Site ES4

The site is located as Employment and is allocated as site ES4. Therefore, the following policies are relevant:

- ***Policy SD1: Presumption in favour of Sustainable Development.***
- ***Policy D1: High quality design and place making.***
- ***Policy GD1: General Development.***
- ***Policy POLL1: Pollution Control and Protection.***
- ***Policy T4: New Development and Transport Safety.***

National Planning Policy Framework

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 sections include:

- **Section 12: Achieving well designed places.**

Supplementary Planning Document(s)

- **Advertisements.**

Consultations

Local Ward Councillors – No response.

Highways DC – No Objection. Advised to consult National Highways

National Highways – No Objection. Suggestion to remove the contact details from the advertisement in order to prevent motorists trying to photograph the advertisement,

Pollution Control – No Objection

Representations

Notification was sent out to neighbouring properties. A site notice was placed nearby, expiring 6th January 2025. No representations were received.

Assessment

For the purposes of considering the balance in this application, the following planning weight is referred to in this report using the following scale:

- Substantial
- Considerable
- Significant
- Moderate
- Modest
- Limited
- Little or no

Principle of Development

The erection of signage is considered acceptable in principle if it would be appropriate in scale and respectful of local character. Any proposal will also be expected to demonstrate that it is not likely to result, directly or indirectly, in an increase in light or other pollution which would unacceptably affect or cause nuisance to the natural and built environment or to people.

Visual Amenity

The proposed hoarding board is a large size at approximately 4.8 metres wide and approximately 2.4 metres in height. The size of the hoarding board is not considered excessive given the aim of the advertisement is to advertise towards the M1 motorway. Given this the advert is required to be large as a substantial distance between the motorway is provided. The proposed board is not illuminated and would not cause any light pollution concerns. This weighs substantially in the proposals favour.

The proposal is therefore considered to comply with *Local plan Policy D1: High Quality Design and Placemaking* and would be acceptable regarding visual amenity.

Residential Amenity

The placement of the board is a substantial distance away from neighbouring Higham Manor and Lane Side Farm, approximately 133 metres. The proposal will therefore have no impact on residential amenity. Substantial boundary treatment in the form of trees and bushes assists in screening the proposal from of any nearby properties. This weighs substantially in the proposals favour.

The proposal is therefore considered to comply with *Local Plan Policy GD1: General Development* and *Local Plan Policy POLL1: Pollution Control and Protection* and would be acceptable regarding residential amenity.

Highway Safety

The proposed advertisement raised no concerns from highways DC, however they did advise to consult national highways given the orientation of the advertisement is to face the M1. National highways offered no objection but did suggest the removal of the contact details in order to prevent M1 drivers attempting to photograph the advertisement while driving. Although this is acknowledged, it would be unreasonable to request the removal of the contact details from the proposal as this would negate the purpose of the advertisement, to provide contact details to assist in the sale/letting of the site. As such, this weighs considerably in the proposals favour.

The proposal is therefore considered to comply with *Local Plan Policy T4: New Development and Transport Safety* and would be acceptable regarding highway safety.

Planning Balance and Conclusion

In considering the above assessment, the proposed development is acceptable regarding residential and visual amenity and highway safety. Although some concern was raised in relation to the advertisement inviting photos to be take whilst driving; given the intention for the advertisement is to promote the sale of the land, contact details will need to be provided in order for the advertisement to fulfil its purpose. On balance, this application is therefore recommended for approval.

**Recommendation -
Approve with Conditions**