2022/0148

Mr M O'Donnell

Display of illuminated 3D signboard on building frontage

Unit 5c, Ashroyds Way, Platts Common, Barnsley, S74 9SB

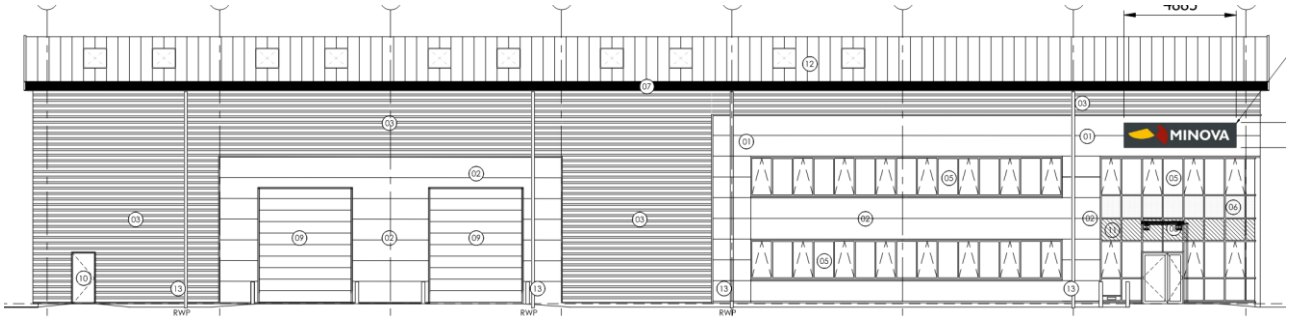
Site Location & Description

The building subject to this application is located within Ashroyds Business Park, an industrial area situated between Hoyland and the Dearne Valley Parkway. The business park is well established with a number of recent buildings being constructed and businesses now operating there following on from the planning permission granted in 1999



Proposed Development

The applicant seeks permission for the installation of a signage to the industrial unit; the proposed sign is to measure 1m by 4.8m and be located approximately 6.7m above ground level.



Policy Context

Planning decisions should be made in accordance with the development plan unless material considerations indicate otherwise and the NPPF does not change the statutory status of the development plan as the starting point for decision making. The development plan consists of the Local Plan. The Council has also adopted a series of Supplementary Planning Documents and Supplementary Planning Guidance Notes, which are other material considerations.

Local Plan

The new Local Plan was adopted at the full Council meeting held 3rd January 2019 after it was found to be sound by the appointed Planning Inspector following the examination process. This means that it now takes on full weight for decision making process in planning law terms as the development plan for the Borough.

GD1 – General Development – Development will be approved if there will be no significant adverse effect on the living conditions and residential amenity of existing and future residents.

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.

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.

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.

SPDs

Advertisements

NPPF

The National Planning Policy Framework 2021sets 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 Section 12 of 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 126 (general design considerations) and paragraph 134, which state that 'permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions'.

Consultations

Ward Councillors – no comments received

Representations

Neighbour notification letters were sent to neighbouring properties and a site notice posted adjacent to the site; no representations have been received in relation to the application.

Assessment

Principle of Development

The site is allocated as Urban Fabric within the Local Plan Policies map.

The erection of the signage is deemed acceptable in principle and subsequently, consent will be granted where the development is found to be appropriate in scale and respectful of the character of the area and advertisements should not adversely impact the amenity of local residents or undermine highway safety.

Visual Amenity

The proposed signage is to be located on an industrial building within an industrial area, the signage is sufficient to identify the premises, is of a small scale and would not give rise to a cluttered appearance above the existing and is considered acceptable and in line with Local Plan Policies GD1 and D1.

Residential Amenity

The proposed signage is located on an industrial building within an industrial area and whilst there are residential properties to the rear of the site, the relationship between the proposed signage and these dwelling is not considered to impact on residential amenity. As such, 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 units in line with the requirements of the SPD Advertisements and Local Plan policies GD1 and POLL1.

Highway Safety

The proposed signed is located on an industrial building within an industrial area and is not considered to undermine highway safety and therefore it is in compliance with Local Plan Policy T4.

Recommendation

Grant subject to conditions