2021/1202

Mr J Trueman

Display of 1no non illuminated advance directional sign

82 Summer Lane, Barnsley, S70 2PD

Description

The sign is to be located on the front elevation of the premises, 82 Summer Lane, Barnsley.
The property is a stone fronted mid-terrace property located at the junction of Summer Lane and Stocks Lane, however the premises of the business to which the sign is associated is located some 250m from the location of the sign.
The area is predominantly residential in nature, however there are some non-residential uses within the immediate vicinity, including a butcher, timber supplier and engineering company, which results in various advertisements within the vicinity of the site.





Proposed Development

The applicant seek permission to install a non illuminated advance directional sign which is located at first floor level of 82 Summer Lane, at the junction of Summer Lane and Stocks Lane. The signage is to measure 1.5m by 1.5m and is to be situated 3m above ground level.



Policy Context`

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

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 Where the development plan is absent, silent or relevant policies are out-of-date, permission should be granted unless any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the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.

These policies are considered to reflect paragraph 136 in the NPPF, relating to advertisements which states the quality and character of place can suffer when advertisements are poorly sited and designed.

Local Plan

The site is allocated as Town Centre Gateway Site for Public Open Space Improvement and is on the Local Strategic Highway Network within the Local Plan Proposals Maps and therefore the following policies are relevant

Policy 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.

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
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.

Supplementary Planning Document – Advertisement

Signs on shops, businesses and commercial premises should be limited to that which is necessary to identify the premises. Advertisements should, therefore, have regard for the design, scale and proportions of the building or site on which they are displayed. The over provision or poor design of signs can give rise to a cluttered and aggressively commercial appearance which will usually have a damaging impact upon the visual character of an area.

The Council is, therefore, unlikely to grant consent for:
- Advance warning or directional signs.
- Advertising hoardings, including poster panels and banner signs.
- Signs on shops above fascia level.
- Signs on business premises above 1st floor level.
- Signs which appear out of scale or character with the building or locality.

Well designed signs can project an image of quality, confidence and permanence; whereas too many or oversized signs can give a cluttered and unattractive appearance which does not relate to either the building or the surrounding area

Consultations

Ward Members – no comments received

Representations

The application was advertised by the way of a site notice and neighbour notification letters; no representations have been received.

Assessment

Principle of development

Advertisements are acceptable where they would not be injurious to amenity, by virtue of size, position, location or proliferation and, where appropriate, level of illumination; and where the proposal would not have a detrimental impact on the character of an area or be prejudicial to public safety.

Visual Amenity

Supplementary Planning Document – Advertisements states that signs on shops, businesses and commercial premises should be limited to that which is necessary to identify the premises, it goes on to say that the Council is unlikely to grant consent for, amongst other things, advance warning or directional signs.

The building the proposed signage is advertising is located off Chesham Road, a single carriageway, no-through road, accessed from Summer Lane. The signage is to provide directional indication towards this building, the location of the self-storage facility which are located approximately 250m from the location of the proposed signage, when travelling along the highway. It is acknowledged that the premises are located in an out-of-the-way position, however the location of the premises is indicated on the applicant's website and technological advancements mean that premises can now be easily identified by using satellite navigation, often built into a smart phone. In addition to this, the nature of the business is considered specialist and is unlikely to be subject to passing trade. On this basis, it is considered that the directional sign goes beyond what is necessary to identify the premises, contrary to the Advertisements SPD.

The plan below shows the location of the advertisement premises (outlined in red) in relation to the location of the premises (outlined in blue)



The aim of advertisement consent is to regulate advertisements in the interest of 'amenity' and 'public safety' and is not intended to control the content or the design of the content of an advertisement. The design of the signage, a rainbow design with red and black writing on a white

background, which is located on a stone fronted residential property at the junction of Summer Lane and Stocks Lane.
It is recognised that the area is not a residential housing estate, however, it is predominantly residential in nature and the location of the proposed signage against the stone frontage of the residential property would appear as an alien and incongruous addition to the detriment of visual amenity and contrary to Local Plan Policy D1 and SPD 'Advertisements'. Whilst each application is considered on its merits, it is also considered that allowing the directional sign in order to allow the premises to be more easily identified could set an undesirable precedent making it more difficult to for the Council to resist similar proposals.

It is acknowledged that there are examples of advertisements within the vicinity of the site, however they identify the premises on which they are located and do not provide directional signage to the premises.

Highway Safety

It is not considered that the proposed signage would have a detrimental impact on the safe and free flow of traffic.

Residential Amenity

Whilst the sign is located on a residential property, in a predominantly residential area, the sign is to be non-illuminated and given the nature of the area it is considered that the sign would not have a detrimental impact on residential amenity.

Conclusion

It is acknowledged that the sign is acceptable in terms of its impact on residential amenity and highway safety. However, that does not warrant the approval of a sign which would appear as an alien and incongruous addition resulting in a detrimental impact on the visual character of the area and which could lead to a proliferation of signage which would have a cluttered an unattractive appearance, as such the sign fails to comply with Local Plan Policy D1 and Supplementary Planning Document – Advertisements.

Recommendation

Refuse