
2022/0393

Mr James Williams

Internally illuminated signage around ATM

34 High Street, Wombwell, S73 8AA



Background

2019/1107 Change of use of former Post Office (A1) to Orthodontist Practice (D1)
2006/1017 Installation of an external A.T.M

Description

The site was formally a Post Office, then a change of use was approved for an orthodontist in 2019. There was a previous ATM within the same location as the proposed, however when the Post Office ceased use, this was removed and blocked up. The site is located on Wombwell High Street set back from the road with a number of bollards and street furniture in-front of the property. The property is located adjacent to the public house and within the heart of the District Town of Wombwell surrounded by a mixed use of properties including retail.

Proposed Development

Permission is sought to install internally illuminated signage around the new ATM machine in the form of:

Integral illumination and screen to the ATM fascia
Internally illuminated Free Cash Withdrawals sign above the ATM
Blue LED halo illumination to the surround

The fascia sign will have white lettering on a black background, 100cd/m² static illumination levels. The siting of the ATM is in the same position as the previously approved 2006 application, which has since been blocked up.

Policy Context

The site is allocated as Green Belt within the Local Plan

Local Plan

The new Local Plan was adopted at the full Council meeting held 3th 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, superseding the remaining saved policies from the Unitary Development Plan (adopted in the year 2000) and the Core Strategy (adopted in 2011).

The following Local Plan policies are relevant:

SD1 'Presumption in Favour of Sustainable Development'

GD1 'General Development'

T4 'New Development and Transport Safety'

D1 'High Quality Design and Place Making'

TC1 Town Centre

TC2 Primary and Secondary Shopping Frontages

SPD:

Supplementary Planning Document: Advertisements

The Supplementary Planning Document (SPD) – Advertisements states that the council is unlikely to grant consent for: Advertising Hoardings, including poster panels, signs on shops above fascia level, signs on business premises above fascia level, signs which appear out of scale or character with the building or locality.

The SPD also states that excessive illumination causes light pollution and is therefore a waste of energy [...] the light source should be designed so that it is not directly visible to drivers on adjacent roads or likely to cause nuisance to nearby residential properties.

NPPF:

NPPF Paragraph 132 states that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

These policies are considered to reflect policies set out in the revised NPPF, which requires development to be of high-quality design and provide a good standard of amenity for all existing and future occupants of land and buildings.

Consultations

Local Councillors – Encourage an ATM in the area

Highways – No comments received

Pollution – No objections

Neighbours

Neighbours were notified - No objections received

Assessment

Material Consideration

Principle of development

Visual Amenity

Highway Safety

Principle of Development

The application is an advertisement application which deals with the signage only

The Council's SPD on advertisements states that 'signs should be limited to that which is necessary. Advertisements should 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'.

As the advertisement is proposed on a commercial building and its premises with an established commercial use, the consent for erection of the signage is deemed acceptable in principle.

Consent will be granted where the development is found to be appropriate in scale and respectful of the character of the area. Signage should not adversely impact the visual amenity of the area or undermine highway safety.

Assessment

Visual Amenity

The proposed signage is to surround an ATM machine, which is a replacement for the one approved in 2006. The colour scheme and illumination are reasonable in scale and design for the purpose of use whilst having regard to the surroundings. As such, it is considered that the illuminated signage is not injurious to the visual amenity of the local surroundings in compliance with Local Plan Policy D1 and SPD: Advertisements.

Highway Safety

The signage is set well back from the road with a lot of street furniture in-between the ATM and the road. The highway department have not sent in any comments regarding the proposal, however there was a previous ATM machine approved in the same location in 2006 which was deemed acceptable. The illumination is no cause for concern, it can be seen from the road but is not expected to be an unacceptable distraction to road users. As the proposal is not expected to reduce highway safety the proposal is deemed acceptable in accordance with Local Plan Policy T4 and the NPPF.

Recommendation

Grant subject to conditions