
2023/0279

Dr Dyfrig Hughes

Installation of non-illuminated fascia sign to building and non-illuminated free-standing sign

Penistone Community Church, 176 Sheffield Road, Spring Vale, Penistone, S36 6HF

Background

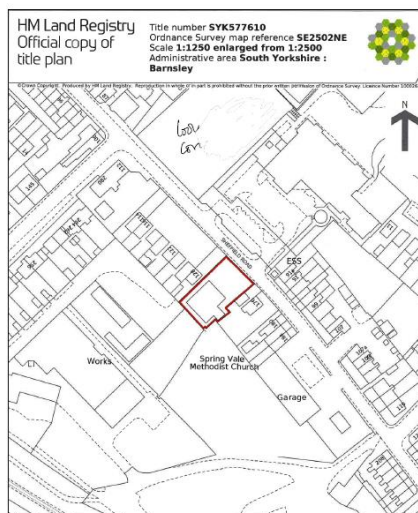
B/99/0644/PU Erection of storeroom and disabled toilet extension with ramp access

B/00/0528/PU Erection of single storey extension to provide toilets for the disabled

2016/0123 Extension of hard standing to form additional area for car parking

Description

The site is located on Sheffield Road which is the main route through Penistone and Spring Vale. Adjacent to the site is a primary school and surrounding the site are residential properties. Penistone Community Church is a small single storey building, brick built with a pitched roof set back within the site with car parking located at the front of the building. The site is bound by a low stone wall at the front. There is evidence of some signage relating to the school adjacent to the site.



Proposed Development

Permission is sought to replace the existing signage around the site as follows:

Replace existing vinyl banners with a fascia sign running the length of the frontage with an integral drop down between two windows depicting the cross. The sign will be honeycomb aluminium construction, 2-3mm thick stood off the building by 50mm to allow air circulation. The colours proposed are blue with a coloured stain glass effect.



Permission is also sought to resurface the existing roadside sign to show the new image. The sign is 175cm wide x 110cm high and set back 140cm from the existing front boundary wall.



Policy Context

The site is allocated as Urban Fabric within the Local Plan

Local Plan

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'

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

Highways – No objections

Parish Council – No comments

Neighbours

Neighbours were notified along with a site notice posted close to the site - No objections received

Assessment

Material Consideration

Principle of development

Residential Amenity

Visual Amenity

Highway Safety

Principle of Development

The Council will seek to ensure that development is appropriate to its context, and improves what needs improving, whilst protecting what is good about what we have.

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.'

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

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

Assessment

Residential Amenity

The site is a well-established community building with existing signage. The proposal is to update the existing vinyl signage with a fascia sign on the main building and resurface the existing sign at the front of the property. The signs will be non-illuminated and are essentially replacing like for like in position and context, therefore there is not expected to be any additional impact on the surrounding neighbours protecting the existing residential amenity.

Visual Amenity

The proposed signage is to replace the existing within the same positions. The signage is limited to that which is necessary to clearly identify the premises. The fascia signage has regard for the design, scale and proportions of the building on which it is displayed. The colour scheme will have no further impact than that of the existing.

The roadside sign is reasonable in scale and design, having regard to the surroundings. The signage is similar to the previous, resurfacing the current sign, therefore the visual impact is not expected to significantly change from the existing. As such, it is considered that the signs are 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 to replace the existing in the same or almost the same location. The proposed signs do not interfere with any vehicular or pedestrian sight lines nor visibility. The Highway Department have no cause for concern. As the proposals are not expected to reduce highway safety the application is deemed acceptable in accordance with Local Plan Policy T4 and the NPPF.

Recommendation

Grant subject to conditions