
2021/0630

Display of 3no illuminated fascia signs

Former Frankie and Benny's ,Doncaster Road, Stairfoot, Barnsley, S70 3PE

Site Location and Description

The site is located within the Stairfoot Local Centre in a predominantly commercial area, but with a care home on the opposite side of the Doncaster Road (A635) and houses beyond the immediate area. The site itself is on an 'island' bound by the Old Doncaster Road, the new Doncaster Road (A635), Stairfoot roundabout and Grange Lane (A633). The remaining land within this island previously held the Black Bull Hotel which has been demolished and is the subject of a separate application for a restaurant with drive thru.

The application site is limited to the site of the proposed delivery hub and its immediate environs, the wider site currently accommodates the former Frankie and Benny's restaurant and car park which has permission for conversion to a Starbucks Drive Thru. There is well established planting around the site which goes some way to screen it.

Site History

2020/1249 - Conversion of former restaurant into drive thru coffee shop, changes to the external facing materials and site layout including the reinstatement of drive through lane and the erection of a separate detached building to be used as a hot foot takeaway delivery hub.

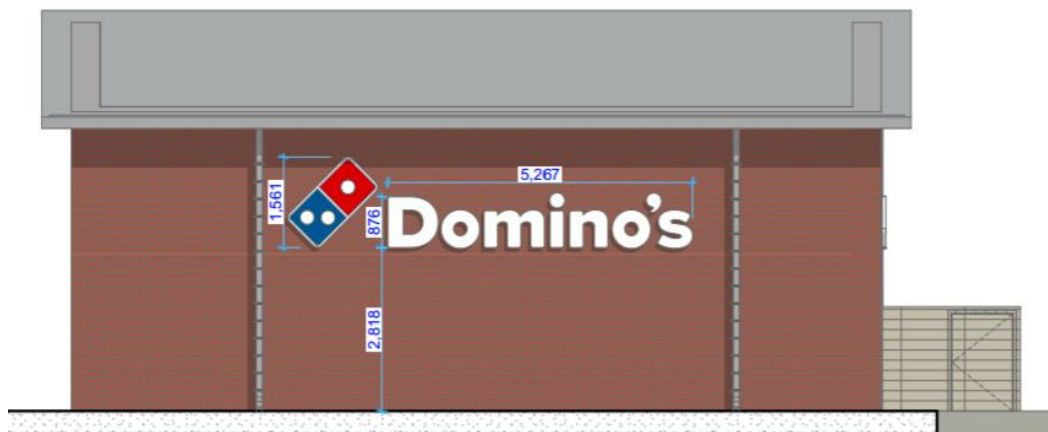
Associated current application: 2021/0624 – Hot food takeaway delivery hub (amendment to previously approved application 2020/1249)

Proposal

Permission is sought to display signs on three elevations of the building. The proposed signs are individual white lettering, internally illuminated and with 200 cd/m² illuminance levels and blue, red and white 'dominoes'.

- Sign 1 – (East elevation) 0.82m x 4.9m x 0.06m letters plus 1.4m x 1.4m 'domino'.
- Sign 2 – (South elevation) 0.5m x 2.99m x 0.06m letters plus 0.89m x 0.89x 'domino
- Sign 3 (West elevation) – 0.88m x 5.27 x 0.06m letters plus 1.56m x 1.56m 'domino'

The West elevation



Policy Context

Decisions on applications for advertisement consent are not determined under the S38/6 presumption in favour of the development plan. However, development plan policies are a material consideration, and will inform consideration of the two principal issues of public safety and amenity

Local Plan

The site is allocated as Urban Fabric within the Local Plan Proposals Maps where the following policies are relevant:

Policy Poll1 Pollution Control and Protection - sets criteria to ensure that new development does not unacceptably affect or cause nuisance to the natural and built environment or to people; or suffer from unacceptable levels of pollution.

Policy T4 New development and Transport Safety - expects new development to be designed and built to provide safe secure and convenient access and to not cause or add to problems of highway safety or efficiency.

Policy GD1 General Development – sets a range of criteria to be applied to all proposals for development, including:

- no significant adverse effect on the living conditions and residential amenity of existing and future residents;

Policy D1 High Quality Design and Place Making - indicates that we will positively encourage developments which will help in the management, conservation, understanding and enjoyment of Barnsley's historic environment and will support proposals which conserve and enhance the significance and setting of the borough's heritage assets.

NPPF

These policies reflect the purpose of achieving sustainable development set out in the NPPF and in particular (in relation to this proposal) the economic, social and environmental objectives.

Supplementary Planning Documents (SPD):

Advertisements SPD – offers guidance to anyone seeking to display an outdoor advertisement and in particular cautions against cluttered advertising and excessive illumination.

Consultations

Highways DC – No response
Ward Councillors – No response

Representations

The application has been advertised via site notice from 2 to 23 June; no representations have been received.

Assessment

Principle of development

Advertisements are acceptable where they would not be harmful to amenity, by virtue of size, position, location or proliferation and level of illumination; and where the proposal would not be prejudicial to public safety.

Highways safety

Highways officers have not commented on the proposal. The proposal includes the use of static illumination and it is not considered that the illuminated signs would be prejudicial to public safety.

Residential and Visual Amenity

The signs are otherwise considered appropriate in design and scale to the building and to their setting.

It is therefore considered that the proposal is acceptable in terms of its impact on residential amenity and is in compliance with Local Plan Policy GD1.

Recommendation

Grant subject to conditions

1. approved amended plans, drawing numbers
 - a. 94.20.02.1 Existing Site
 - b. 94.20.02.1 Site and Location Plan
 - c. 94.20.04.1 C Proposed Planning