

2024/0071

Mr M Armstrong (Benacre (FB) Limited)

Installation of 1no internally illuminated 4m totem sign and 1no internally illuminated 2.5m totem sign.

Fall Bank Industrial Estate, Fall Bank Crescent, Dodworth, Barnsley, S75 3LS

Site Location & Description

Fall Bank Industrial Estate is located off the A628 Barnsley Road Dodworth, a busy arterial route linking the town centre with the west of the borough. Fall Bank Industrial Estate has access to the A628 and the B6099, with the access subject to this application being located opposite The Fairway public house and hotel. The area is predominantly commercial in nature, with residential properties located approximately 500m to the south.

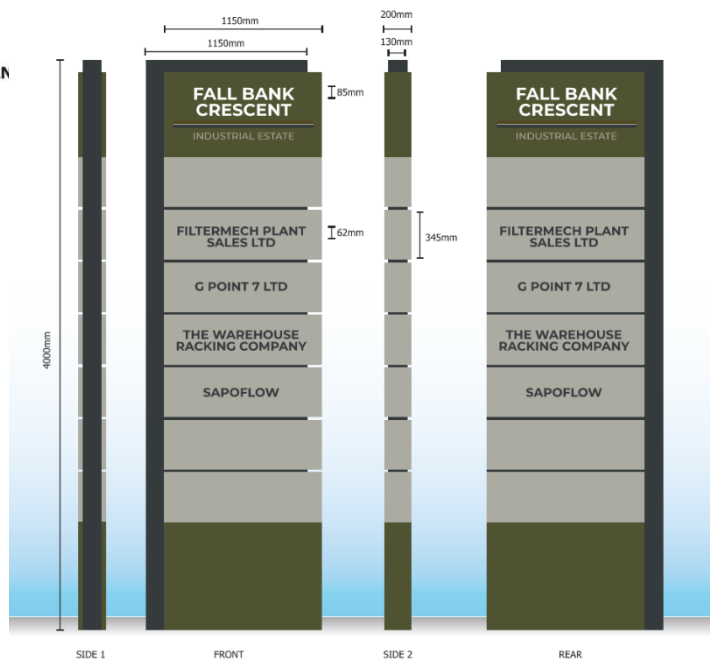
Proposed Development

The applicant seeks permission for the installation of 2no totem signs; 1no 4m totem sign to be located at the junction of Barnsley Road and Fall Bank Crescent and 1no 2.5m totem sign at the entrance to the site off Fall Bank Crescent.

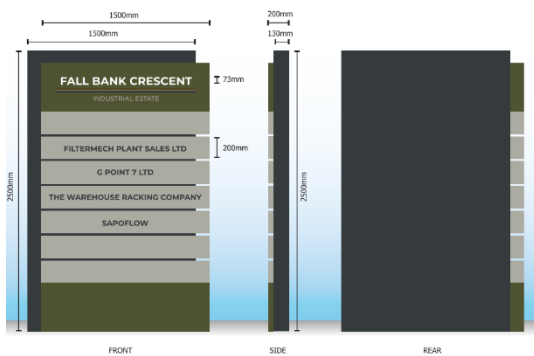


- TOTEM A
- SITE ENTRAN
- TOTEM B

TOTEM A



TOTEM B



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 Local Plan was adopted in January 2019 and is also now accompanied by seven masterplan frameworks which apply to the largest site allocations (housing, employment, and mixed-use sites). In addition, the Council has adopted a series of Supplementary Planning Documents and Neighbourhood Plans which provide supporting guidance and specific local policies and are a material consideration in the decision-making process.

The Local Plan review was approved at the full Council meeting held 24th November 2022. The review determined that the Local Plan remains fit for purpose and is adequately delivering its objectives. This means no updates to the Local Plan, in whole or in part, are to be carried out ahead of a further review. The next review is due to take place in 2027 or earlier if circumstances, require it.

Local Plan

The site is allocated as Urban Fabric within the Adopted Local Plan, which has no specific land allocation and therefore the following policies are relevant:

Policy GD1 General Development
Policy D1 High Quality Design and Place Making
Policy POLL1 Pollution Control and Protection
Policy T4 New Development and Transport Safety
Policy SD1 Presumption in favour of Sustainable Development

SPDs

Advertisements

National Planning Policy Framework (NPPF) (2023)

The National Planning Policy Framework 2023 (NPPF) sets out the Government's planning policies for England and how these are expected to be applied. The National Planning Policy Framework 2021 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. Where proposals are in accordance with the development plan, permission should be granted without delay.

Paragraph 135 states that planning policies and decisions should ensure that development, amongst others,

- Will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development
- Are visually attractive as a result of good architecture, layout, and appropriate and effective landscaping
- Are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change

Paragraph 141 states that the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient, and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Consultations

Highways DC – No objections
Ward Councillors – No objections

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 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 advertisements are sufficient to identify the premises, and do not give rise to a cluttered or overly commercial appearance to the area. It is therefore considered that the installation of the proposed signage is acceptable, suitable for its location and is considered to be in line with Local Plan Policies GD1 and D1.

Residential Amenity

The building is located within a commercial area, although opposite a public house and hotel. Whilst the signage is to be internally illuminated it is not considered that the proposed signage would impact on residential amenity, given that it is located within an area lit by street lighting. 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 signage is located on an industrial building within an industrial area and within a position that is not considered to undermine highway safety; therefore, it is acceptable and in compliance with Local Plan Policy T4.

Recommendation

Approve subject to condition