

2023/0254

Suzuki G.B PLC (Motorcycles)

3 Pontefract Road, Barnsley, S71 1AJ

Replacement of existing advertisement with 1no. static internally illuminated 'Suzuki' fascia sign and 1no. static internally illuminated 'Suzuki' totem sign.

Site Description

The site on Pontefract Road is located close to the Town Centre in an area that comprises of residential dwellings and various commercial uses. The site forms a row of commercial premises extending along Pontefract Road from East to West, consisting of a hand car wash, retail units, and vehicle showrooms – the site address utilises commercial uses relating to the sale of motorcycles and accommodates Two Wheel Nation.

Pontefract Road acts as a major artery into the town centre and serves the site from its Westbound Carriageway. Through traffic, street lighting, and existing static illumination to signage contribute to relatively low levels of illuminance in the area, especially, in the immediate area surrounding the site.

Directly North and opposite the site are a row of terraced properties which are predominantly residential dwellings except for one end-of-terrace property which utilises a commercial use at ground level. West of and adjacent to these properties is a public house 'The Mount' with flats above, and to the East, various two-storey detached and semi-detached dwellings.

The site comprises of a single, stone-built, two-storey commercial premises that is set-back from the highway – existing vehicle parking has been created to the front of the property. The property features two fascia advertisements to its front elevation – these are placed centrally and align vertically. The existing signage comprises of a logo and corporate branding in a blue and black colour scheme and are illuminated by static lighting above. The site also features an existing double-sided totem advertisement to the North-West corner which comprises of 'greenbros' corporate branding in a white and green colour scheme. The totem signage is raised slightly from the ground and is attached to a brick wall forming the Western boundary line – the signage is illuminated by static lighting above, and green LED tube lighting to its Eastern face.



Planning History

The site has an extensive planning history; however, the most relevant and recent applications are as follows:

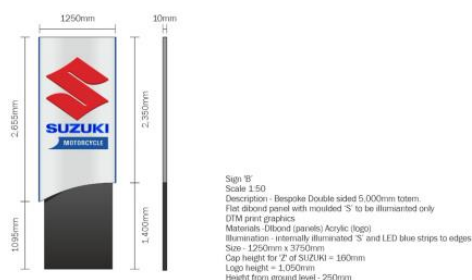
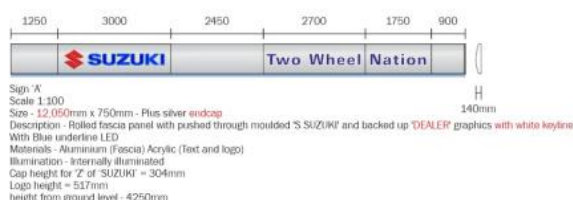
- B/95/1191/BA - Change of use of premises to retail of cycles and vehicle signage, and alteration to front elevation. – Approved with conditions.

Proposed Development

The applicant is seeking approval for the replacement of existing advertisement with 1no. static internally illuminated fascia sign and 1no. static internally illuminated totem sign. One existing fascia sign would be removed with the other re-located.

A proposed aluminium rolled fascia panel (sign A) would extend the width of the property and would feature 'Suzuki' graphics alongside the dealership graphics for 'Two Wheel Nation' in acrylic and with white keyline. The proposed sign would adopt a red and blue colour scheme consistent with the corporate branding for Suzuki and would be internally illuminated – the proposed sign would be underlined with a blue LED.

A proposed double-sided, flat DI bond panel, totem advertisement (sign B) would be located to the North-West corner of the site replacing an existing totem advertisement. The proposed sign would feature 'Suzuki' graphics in acrylic, comprising of a large 'S' above the words 'SUZUKI' and 'MOTORCYCLE' in a red and blue colour scheme. The large 'S' would be coloured red and would be the only aspect of the totem sign to be internally illuminated. Blue LED lighting would feature on the thin edges of the sign.



Policy Context

Planning decisions should be made in accordance with the current development plan policies unless material considerations indicate otherwise; the National Planning Policy Framework (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 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 which 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 Allocation – Urban Fabric

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.***

Supplementary Planning Document: Advertisements

The aim of the system is to regulate advertisements in the interests of 'amenity' and 'public safety'. The main issues in determining an application will, therefore, usually be:

- The impact of the advertisement on the appearance of the site or building upon which it is displayed and upon the visual character of the area; and
- The impact of the proposal upon the safety of pedestrians and vehicles.

National Planning Policy Framework

The NPPF sets out the Government's planning policies and how these are expected to be applied. The core of this is a presumption in favour of sustainable development. Proposals that align with the Local Plan should be approved unless material considerations indicate otherwise. In respect of this application, relevant policies include:

- ***Section 12: Achieving well designed places.***

Consultations

Local ward Councillors, Highways DC, and Pollution Control were consulted on the proposals. Comments were received from Highways, Pollution Control, and one Councillor; no objections were received from Highways or Pollution Control, with concerns of residents regarding the impacts of illumination raised by the Councillor.

Representations

Neighbour notification letters were sent to surrounding properties and a site notice was utilised – 1 Objection was received on behalf of two properties due to the impact of illumination.

Assessment

Principle of Development

The site falls within urban fabric and as such, the erection of the signage is deemed acceptable in principle and consent will be granted where the development is appropriate in scale, respectful of the areas character and does not adversely impact the amenity of local residents or highway safety.

Residential Amenity

Proposals for the erection of signage are considered acceptable where they do not adversely affect the amenity of neighbouring properties.

The proposed internally illuminated fascia and totem advertisements would be located opposite to a row of terraced dwellings on Pontefract Road – a major artery into the Town Centre. As such, some disturbance to residential properties arising from the illumination of passing traffic, street lighting, and the static illumination of other commercial premises should be expected. The existing signage on site is statically illuminated from above, with the addition of green LED tube lighting to the existing totem appearing especially bright in the evening and reflected in the windows of residential properties opposite. The proposed replacement advertisements would introduce internally illuminated elements alongside blue LED lighting which would underline the fascia sign and form thin strips on the totem sign. As such, the proposed signage and subsequent illumination is likely to increase impacts slightly from existing impacts. Consequently, this could contribute to a potential increase of disturbance to neighbouring residential properties somewhat, especially if the illumination of the signage were to be implemented 24-hours a day as proposed initially. However, comments received from Pollution Control consider the proposals to have a low potential to have an adverse impact on health and the quality of life of those living and working in the area – alongside an agreement to illuminate signage during the opening hours of the premises only, the proposals are not considered to adversely affect the amenity of neighbouring residential properties to a level that would be considered detrimental.

The proposals, therefore, would be considered to comply with Local Plan Policy GD1: General Development and Policy POLL1: Pollution Control and Protection and would be acceptable regarding residential amenity.

Visual Amenity

The proposed fascia and totem advertisements would be similarly located on the building and within the site as existing signage, with the proposed fascia sign being larger in scale. Both signs would introduce a modernised aesthetic that would not detract from the design of the unit, nor would they give rise to a cluttered or overly commercial appearance. The proposed replacement fascia and totem advertisements are therefore considered to be high quality and of a good standard of design with appropriate proposed illumination for their setting.

It is therefore considered that the installation of the proposed signage is acceptable, suitable for its location and is considered acceptable regarding Local Plan Policies GD1 and D1.

Highway Safety

Highways provided comments stating that the proposals would not interfere with any vehicular or pedestrian sight lines and visibility. The proposed maximum luminance levels of 110cd/m² are well below the recommended maximum levels, and sign B would be a direct replacement for an existing externally illuminated sign; as such, it is not considered to be unduly distracting for road users

The proposed scale and positioning of signs is not considered to adversely affect highway safety: particularly as the proposals are to replace existing signage in similar locations. The scale and level of illumination is not considered to be detrimental to the safety of passing traffic in the context of the surrounding commercial uses and street lighting and is therefore considered to comply with Local Plan Policy T4.

Recommendation

Approve with Conditions