

2022/1268

Kia UK Limited

Burrows Kia, Oakwell View, Barnsley, S71 1HH

Display of various illuminated and non-illuminated signs including advertisements fitted onto dealership building and free-standing totem

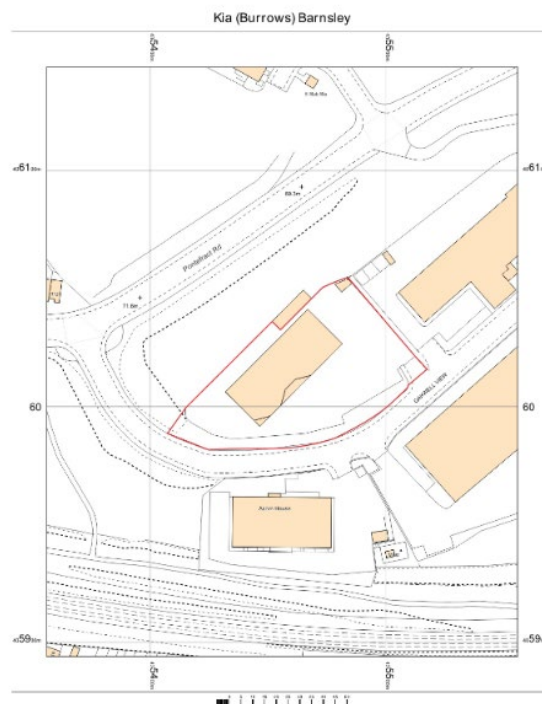
Site Description

The site on Oakwell View, Barnsley is currently used as a car dealership for Kia Motors. Oakwell View is accessed off Pontefract Road, an identified Air Quality Link Road over 10k that extends along the North of the site. An area identified as a natural area (greenspace) is also present directly North of the site.

To the East of the site are two business centres that house a variety of businesses with various uses, the most common being commercial, offices, and work studios. Additionally, there are two further business premises that are larger in scale and have primary commercial and industrial uses.

To the South of the site is a further unit that consists of commercial, offices, and work studio uses alongside land identified as parks and open space. To the West is an area of woodland, also identified as a natural area; beyond this are residential areas.

Existing signage on the site consists of fascia, totem, and vinyl types. These display the company logo and branding in a consistent colour scheme of red, white, grey, and chrome. They are a mixture of illuminated and non-illuminated signage.





Planning History

B/97/0915/BA – Erection of three units with offices – Historic.

B/98/0311/BA/AD - Display of three illuminated totem signs – Historic.

2006/0168 - Illuminated and none-illuminated signs to car showroom – Approve with Conditions.

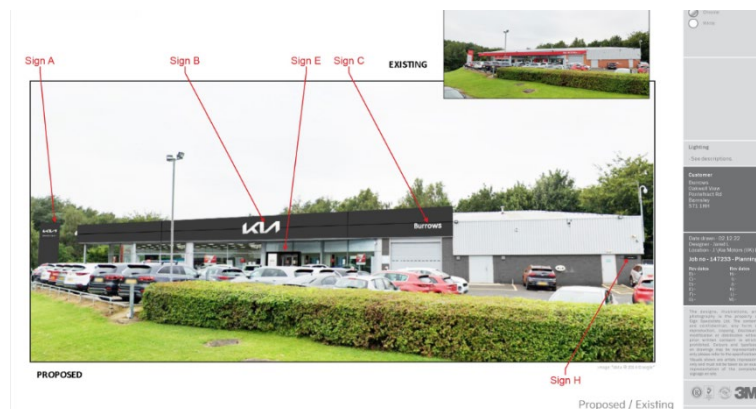
2011/0978 - Display of various illuminated and non-illuminated signage to car dealership. – Approve with Conditions.

2015/1489 - Refurbishment of existing unit, reconfiguration of external display area, new valet bay and associated customer car parking and landscaping. – Approve with Conditions.

Proposed Development

The applicant is seeking approval for the display of various illuminated and non-illuminated signs, including advertisements fitted onto the dealership building and a free-standing totem.

The application appears to reflect a change in the corporate approach to signage and branding, including a change of font and colour scheme alongside the introduction of a new logo. A total of seven advertisements have been proposed and are identifiable within the proposals as signs A-G.



Sign A is a proposed new totem advertisement that would replace an existing advertisement of the same type. The proposed totem would be internally illuminated, reflect the new corporate approach to branding, and be positioned to the South-West of the site.

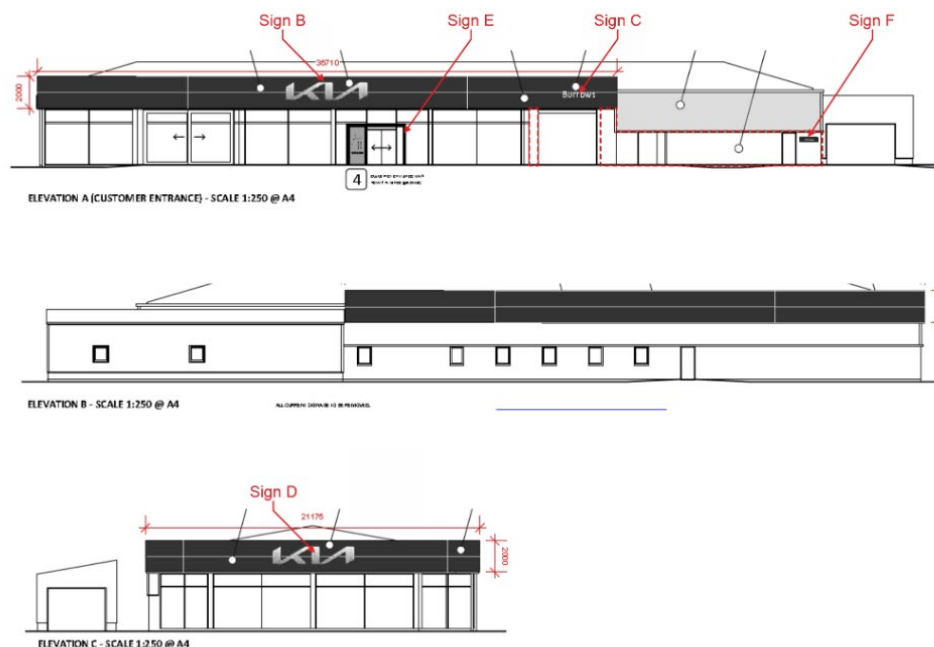
Signs B and C are replacement fascia advertisements. They portray an updated corporate branding and logo. They appear to have been increased in size, with the building fascia also increased in height to accommodate this; their positioning has also been reconfigured on the South elevation to enable a central positioning of the logo.

Sign D is another replacement fascia advertisement of the same nature of signs B and C. This proposed advertisement would also be positioned centrally on the West elevation. Signs B and D would be internally illuminated.

Sign E would see the introduction of a replacement free-standing entrance gate advertisement. This advertisement would be on the South elevation and follow the same approach regarding branding. It would be non-illuminated and would include provisions to display operating the businesses operating hours.

Sign F is a small on-building advertisement that would be located on the South elevation close to the entrance of the site; it would direct customers to the main reception.

Sign G is a small free-standing advertisement located at the entrance of the site; it would be non-illuminated and would direct customers to parking.



Proposed Elevations

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Colour reference

- Black
- Chrome
- White

Lighting

See descriptions

Customer

Burton
Oakwell Lane
Potters Farm Rd
Barnetley
ST1 1HH

Date drawn: 02.12.22
Designer: Jonell
Location: 19 Meads Road (UK) 114
Job no: 147233 - Planning

Rev	date	Rev	date
R1	02.12.22	R1	02.12.22
R2	02.12.22	R2	02.12.22
R3	02.12.22	R3	02.12.22
R4	02.12.22	R4	02.12.22

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Drawing to be viewed printed at A3

Policy Context

Planning decisions should be made in accordance with the current development plan policies unless material considerations indicate otherwise. The recently revised 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 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 Barnsley Local Plan (BLP) was adopted at the full Council meeting held 3rd January 2019. In addition, the Local Authority (LPA) has adopted a series of Supplementary Planning Documents (SPD), and Neighbourhood Plans which provide supporting guidance and specific local policies and are a material consideration in the decision-making process. In reference to this application, the following policies are relevant:

Policy GD1: General Development – States that proposals for development will be approved where there will be no significant adverse effect on the living conditions and residential amenity of existing and future residents. Development will be expected to be compatible with neighbouring land and will not significantly prejudice the current or future use of neighbouring land. Policy GD1 below will be applied to all development.

Policy D1: High quality design and place making – Supersedes Core Strategy Policy CSP 29 and sets out the overarching design principles for the borough. Policy D1 States that development is expected to be of high-quality design and will be expected to respect, take advantage of and reinforce the distinctive, local character and features of Barnsley.

Policy T4: New Development and Transport Safety – New development will be expected to be designed and built to provide all transport users within and surrounding the development with safe, secure, and convenient access and movement.

Policy POLL1: Pollution Control and Protection – Development will be expected to demonstrate that it is not likely to result directly or indirectly in an increase in air, surface water, and groundwater, noise, smell, dust, vibration, light or other pollution which would unacceptably affect or cause a nuisance to the natural and built environment.

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 - The Government attaches great importance to the design of the built environment. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities. It is important to plan positively for the inclusion of high-quality design for all developments, including individual buildings, public and private spaces, and wider area development schemes.

Within section 12, paragraph 134 states that *“development that is not well designed should be refused, especially where it fails to reflect local design policies and government guidance on design, taking into account any local design guidance and supplementary planning documents such as design guides and codes”*.

Furthermore, paragraph 136 states that the quality and character of places can suffer when advertisements are poorly sited and designed. Advertisements should be subject to control only in the interests of amenity and public safety, taking accounts of cumulative impacts.

Consultations

Highways and Central ward Councillors were consulted.

Highways offered no objection and stated that they consider the proposals to be acceptable from a highway's development control perspective.

No responses were received from the Central Ward Councillors.

Representations

Neighbour notification letters were sent to surrounding properties, no objections or comments were received.

A site notice was also utilised and was posted 20th December 2022.

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.

Visual Amenity

The proposed advertisements which are similar to the existing permitted advertisements are considered to be sufficient to identify the premises, they do not give rise to a cluttered or overly commercial appearance, nor do they detract from the design of the unit. 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 a representation stating that the proposed development would essentially be a like-for-like replacement of existing signage except for illumination being added to the majority of

sings. Additionally, they consider the proposed signage to not interfere with any vehicular or pedestrian sight lines/visibility and the proposed maximum luminance levels of 110cd/m² are well below the recommended maximum levels.

It is not considered that the proposed scale or positioning of signs would 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