2023/0265

Miss Rachel Clayton

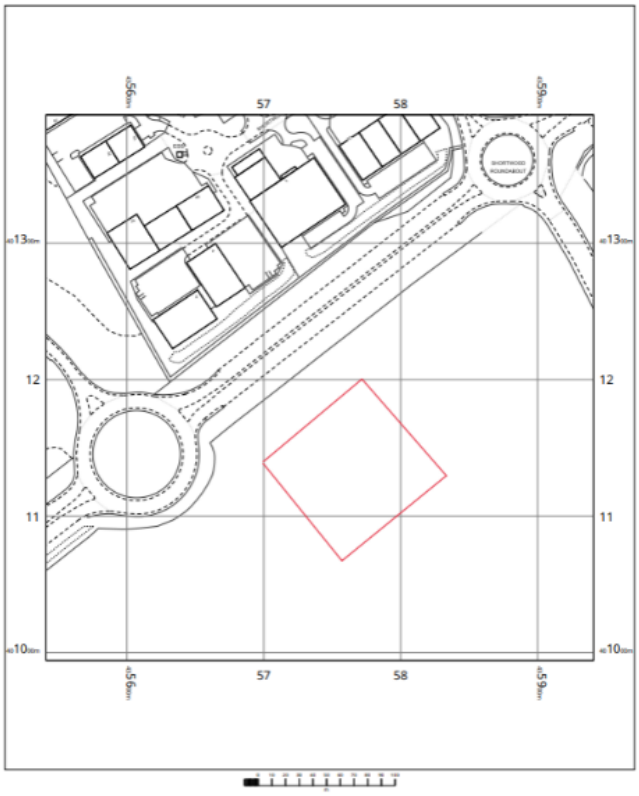
Unit 3, Newton Road, Hoyland, Barnsley, S74 0FP

Installation of 2no halo illuminated signs on building

Site Description

The site on Newton Road is located in Hoyland – an area that is a mix of industrial development, comprising of the 'Gateway 36' phased development that extends to the North and South of the Dearne Valley Parkway (A6195) between Rockingham and Shortwood Roundabouts, and the Shortwood Business Park. The site is within the Hoyland North Masterplan Area with the Hoyland South (residential) and Hoyland West (employment and residential) Masterplan Sites nearby. Areas of Green Belt surround the broader locality, and the nearest listed buildings are to the South-East and include, the Grade II Listed Hoyland Lowe Stand and the Grade II Listed St Peters Church.

Neighbouring units can be found to the East and West with residential dwellings beyond, and to the South and West. The site currently utilises a storage and distribution use and is to be accommodated by Lucy & Yak – a clothing brand. The wider site comprises of 3no. units, each with their own service yards and associated access to the rear. The site is currently under construction and nearing completion with the units set back from the highway, bounded by 2.4 metre paladin security fencing and landscaping, and screened by existing tree lines. The units adopt a neutral colour scheme and utilise various outdoor lighting. Areas immediately South and West have yet to be developed but have been prepared.



Planning History

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

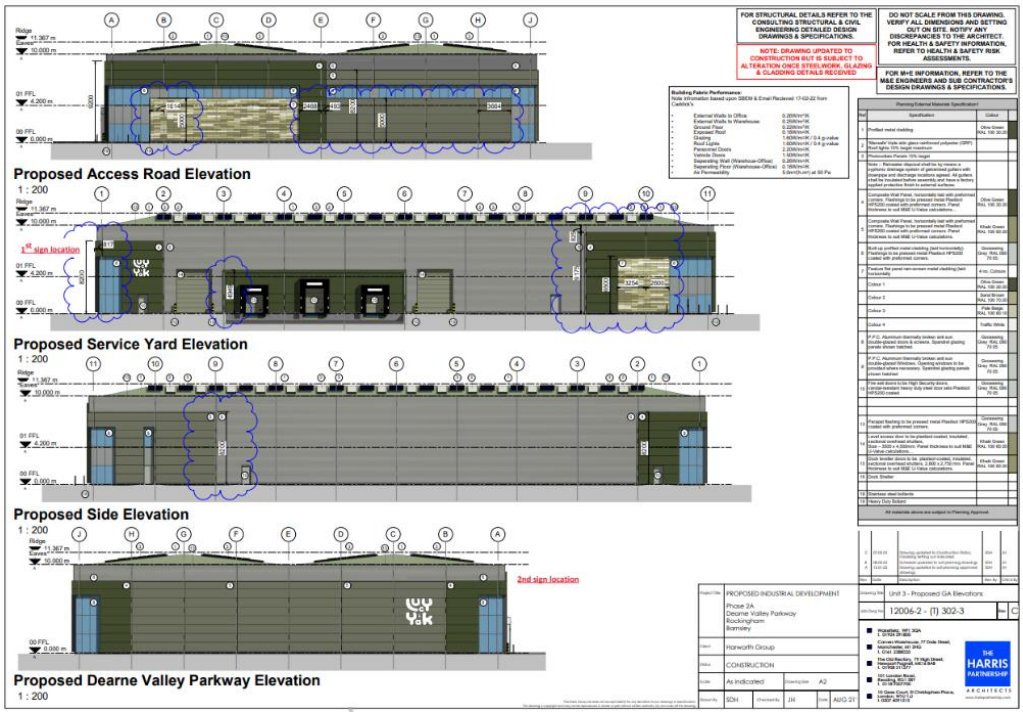
- 2019/1573 - Hybrid planning application for a development up to 102,193sqm of employment uses (use classes B1/B2 and B8) and associated works including provision of internal access roads, drainage and landscaping, a) Outline with all matters reserved apart from means of access; and b) full application for associated earthworks and creation of access points including new roundabout to access Local Plan allocation site ES15. – Approved Subject to Legal Agreement.

- 2021/1007 - Erection of 3no. buildings for industrial (class E(g)(iii)/B2) or storage and distribution (class B8) use with associated spur road, yards, parking, landscaping, and drainage infrastructure (Reserved matters of outline planning permission 2019/1573 for Phase 2A.1 seeking approval of appearance, landscaping, layout, and scale). Approved with Conditions.

Proposed Development

The applicant is seeking approval for the installation of 2no. halo illuminated signs to the North and West elevations of the unit.

The proposed sign to be installed on the North elevation (Sign 2) would be the largest of the two measuring approximately 3 metres in width and height, with the sign to be installed on the West elevation (Sign 1) measuring approximately 1.8 metres in width and height. Both signs would be located to the North-West corner of the unit, displaying the text 'Lucy & Yak' in white acrylic lettering with LED lighting fixed to the rear to create the halo illumination.



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 – Employment Allocation (ES17)

The site is allocated as Employment Allocation (ES17) within the adopted Local Plan and lies within the Hoyland North Masterplan Area. As such, the relevant site-specific policy applies alongside the below general policies:

- ***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.***

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 and Highways DC were consulted; no objections were received from Highways whilst no responses were received from Councillors.

Representations

Neighbour notification letters were sent to surrounding properties and a site notice was utilised - no objections or comments were received.

Assessment

Principle of Development

The site falls within employment allocation (ES17) 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 installation of signage are considered acceptable where they do not adversely affect the amenity of neighbouring properties.

The proposed signage would be located on the North and West elevations of the unit. The proposed signage would be significantly distanced from the nearest residential properties, with surrounding properties comprising of similar industrial and commercial uses. As such, the proposals are not likely to adversely affect the health and quality of life of local residents, nor would they adversely affect the amenity of surrounding properties and units. Some impact should be expected from the day-to-day operations; however, in the context of passing traffic, street lighting, and a predominantly industrial and commercial area, the impacts of the proposed illuminated signage are not considered to be unduly adverse.

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 signage would be prominently located to the North-West corner of the unit and visible at points along the highway, especially to those travelling Eastbound; however, the signage would be relatively modest in scale and is considered sufficient to identify the premises; they would not give rise to a cluttered or overly commercial appearance, nor would they detract from the design of the unit, adopting colours utilised within the construction. The proposed signage would, therefore, be considered 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

The proposed signage would be prominently located to the North-West corner of the unit and visible from the highway, especially from the Shortwood Roundabout (Westbound) and adjacent roundabout to the West where clear views to Eastbound travellers are created; however, the unit is set considerably higher and back from the highway and would be mostly screened by an existing tree line adjacent to the Westbound carriageway of the Dearne Valley Parkway.

Furthermore, a response from Highways states that the maximum luminance levels of 500cd/m² would be within the recommended maximum levels, and the proposals are unlikely to be unduly distracting for drivers; as such, the proposals are not considered to adversely impact highways safety, maintaining it to a reasonable degree.

The proposals, therefore, are considered to be acceptable and in compliance with Local plan Policy T4: New Development and Transport Safety.

Recommendation

Approve with Conditions