
2021/1551

USL Group

Installation of free standing non illuminated totem sign and two non illuminated wall mounted signs on building

Unit 1, Enterprise Way, Tankersley, Banrslwey

Site Location and Description

The site is located on Wentworth Industrial Estate near Tankersley. Enterprise way is a relatively new development in a discrete part of the site, Enterprise Way forming a cul-de-sac serving several new units including the application site.

Photos of the site with the proposed signs already displayed.



Site History

Complex site history the most relevant of which is:

2018/1078 – variation of approved plans condition of application 2016/0439 for erection of four industrial units with associated car parking, service yard and other works

Proposed Development

Permission is sought to display two signs (measuring 1.2m x 1.2m) on the building at second floor and a free standing totem sign (measuring 5m x 2m). The signs are predominantly white and blue with a range of other colours used in the sign writing on the totem sign. The signs are already displayed as shown in the photos above. All the signs are non-illuminated.

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 – The proposed signs, in the positions indicated on the submitted plans, do not adversely impact upon the highway and are therefore considered acceptable from a highways development control perspective.

Tankersley PC – no comments

Ward Councillors – no comments

Representations

The application has been advertised via letters direct to one neighbour, and a site notice displayed from 8 – 31 December; 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

The highways officer has advised that the proposed signs do not adversely impact upon the highway and are considered acceptable from a highways development control perspective. It is concluded that the proposed signs would not be prejudicial to public highway safety.

Visual Amenity

The two signs on the building are displayed at a significant height but are modest in relation to the scale of the building and not unduly prominent. The totem sign is also considered to be in keeping with the scale of the building and its curtilage. It is sited behind an area of landscaping which will go some way to soften the impact of the sign. The signs are 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 visual amenity and is in compliance with Local Plan Policy GD1 and the Advertisements SPD

Recommendation

Grant subject to condition