Application number: 2024/0921

Description: Retention of signage around Automated Teller machine (ATM)

Location: 2 Pearson Crescent, Wombwell, Barnsley, S73 8SN

1. Site Location & Description

1.1. The application site is situated within a corner plot which is a commercial use. The surrounding area is predominantly residential in character consisting of a mix of different property types ranging from detached, semi-detached and terraced. The site is in close proximity to Barnsley Road (A633) which allows for direct connection via car and bus to the rest of Wombwell and Barnsley,

2. Proposed Development

2.1. The applicant is proposing that the current ATM signage which is located at the commercial property be retained. Neither the ATM nor the signage surrounding it currently have planning permission; however, previous planning permission was granted at the site under planning application 2021/0127 for the erection of a single storey side/front extension to the existing shop and takeaway. There are no historic photos of the site of when the ATM was installed. It is fair to presume that the ATM was installed during the construction of this planning permission.

2.2. The applicant has stated that the signage is internally illuminated and constructed from green Perspex with lettering and bank symbols in various colours. They have also stated that the method of illumination is through rows of LED lights behind text which would be static illumination with maximum luminance levels of 100cd/m^2.

2.3. Another application has also been submitted for the retention of the ATM which is under planning application number 2024/0918.

2.4. The applicant has also provided a design access statement with the submission.

3. Planning History

3.1. 2021/0127 - Erection of a single storey side/front extension to the existing shop and takeaway – Approve subject to conditions, April 2021.

3.2. 2024/0918- Retention of Automated Teller machine (ATM) – ongoing.

4. Policy Context

4.1. 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.

4.2. The Local Plan review was approved at the full Council meeting held 24th November 2022.

4.3. 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

4.4. The site is allocated in the Local Plan as urban fabric. In addition, the following Local Plan polices are relevant to this site: -

- SD1 Presumption in favour of sustainable development
- GD1 General Development
- D1 High Quality Design and Place Making
- Poll1 Pollution Control and Protection

4.5. These policies are considered to reflect the Principles in the NPPF, which relates to high quality design and good standard of amenity for all existing and future occupants of land and buildings.

SPDs

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 vehicle

National Policy

4.6. The National Planning Policy Framework 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. Development proposals that accord with the development plan should be approved unless material considerations indicate otherwise. Where the development plan is absent, silent

or relevant policies are out-of-date, permission should be granted unless any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in the Framework as a whole; or where specific policies in the Framework indicate development should be restricted or unless material considerations indicate otherwise.

5. Consultations

5.1. Highways – No objections.

5.2. Neighbour notification letters were sent to nearby properties. No responses were received.

5.3. Ward members were also consulted and no letters were received.

6. Assessment

Principle of development

6.1. The application site is located within commercial property. It is common to see ATMs installed with signage upon the frontage of a commercial property like a convenience store. As such the LPA find that the principle of the proposal is acceptable.

Residential Amenity

6.2. The ATM signage has been in place for some time and no objections have been received in regard to the illuminated signage. It is also considered that the light which is given off is very minimal and produces illumination levels of a maximum of 100cd/m^2. Therefore, it is considered that the signage has and will not have a detrimental effect on local residents and is in line with the requirements of the SPD Advertisements and Local Plan policies GD1 and D1.

Visual Amenity

6.3. The proposed ATM advertisements consisting of illuminated and non-illuminated elements are considered to be sufficient to identify the ATM, they do not give rise to a cluttered or overly commercial appearance, nor do they detract from the design of the unit.

6.4. The proposed internally illuminated advertisement and subsequent non-illuminated surround are therefore considered to be high quality and of a good standard of design with appropriate proposed illumination for their setting.

6.5. 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.

Highway Safety

6.6. The ATM is located within the frontage of the commercial property and is located adjacent to the junction of Pearson Crescent with Aldham House Lane. There are parking restrictions in the form of double yellow lines within the vicinity of the site in order to prevent the indiscriminate parking of vehicles around the priority junction.

6.7. The Council's Transportation Officer has assessed the scheme and has concluded that the illuminated ATM surround is stated as having a maximum luminance level of 100cd/m^2 which is well within the recommended maximum levels. It is not considered that the ATM is situated in a position that would cause undue distraction to road users is therefore considered that the proposals do not adversely impact upon the highway and are acceptable from a highways point of view.

7. Conclusion

7.1. It is considered that the signage which surrounds the ATM has not had an adverse impact on highway safety, visual amenity or residential amenity. It is therefore considered that the signage is acceptable, and the LPA holds no objections to this scheme subject to conditions.

8. Recommendation

8.1. Approve subject to conditions