2023/0255

Mr Tom Baines

Erection of free standing aluminium composite sign (single sided and non illuminated)

Barnsley Trade Park, Wombwell Lane, Stairfoot, Barnsley, S70 3NS

Site Location and Description

The site is located within the car park of Barnsley Retail Park off Wombwell Lane. The Retail Park features well established planting including in the vicinity of the proposed sign.

To the South and West there is the Barnsley Trade Park. On the opposite side of Wombwell Lane behind a relatively well screened boundary is the now vacant Readymix concrete site and beyond that Stairfoot Quarry.

The proposed sign will be displayed on a landscaped area within the car park to the retail park

Site History

The site is part of a long established retail park, there is no other relevant site history.

Proposed Development

Permission is sought to display a new free standing non illuminated sign on 1 metre high aluminium posts, the sign itself measuring 1 metre high by 2 metres wide, such that it will be a total of 2 metres high.

Proposal to take the following form:



NON ILLUMINATED - SINGLE SIDED
Aluminium composite panel with applied vinyl detail,
fixed to two white aluminium posts by rear applied fixing rails and
clips to stand 1000mm to bottom of sign.
Panel size: 2000mm x 1000mm
Post Diameter: 76mm



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 a Retail Park within the Local Plan Proposals Maps where the following policies are relevant:

Policy TC4 Retail Parks – indicates that retail warehouses will be allowed in retail parks and that other uses will be allowed where the role, character and function of the retail park will not be adversely affected.

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.

Policy D1 High Quality Design and Place Making - indicates that development is expected to be of high quality design and to reflect the distinctive, local character and features of Barnsley.

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.

Consultations

Highways DC – The sign does not adversely impact upon any vehicular or pedestrian sight lines/visibility and is located some 45m from the public highway. The proposal is therefore considered acceptable, and no conditions are deemed necessary.

Ward Councillors – no comments received

Representations

The application has been advertised via letters direct to nearby properties, and a site notice displayed 3 to 26 April. 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 proposed sign is sited well clear of the highway and visibility splays. It is concluded that the sign would not be prejudicial to public highway safety.

Visual Amenity

The SPD Advertisements indicates that signs on businesses and commercial premises should be limited to that which is necessary to identify the premises, and that the over provision of signs can give rise to a cluttered and aggressively commercial appearance which can have a damaging impact upon the visual character of an area.

The proposed sign is well within the retail park, on the grassed part of a landscaping area, is viewed in the context of the retail units and is not considered to result in a cluttered or aggressively commercial appearance.

It is considered that the proposed sign is a reasonable addition to the retail park with minimal impact when viewed from the highway. Viewed in the context of the buildings and landscaping of the retail park, it is concluded that the proposal is acceptable in terms of its impact on visual amenity and is in compliance with Local Plan Policies GD1 and D1 and the Advertisements SPD

Recommendation
Grant subject to condition