
2024/0823

Burrows Toyota

Burrows Toyota, Whaley Road, Barugh, Barnsley, S75 1HQ

Remove existing signage and install new illuminated and non-illuminated Toyota brand signage.

Site Description

The application relates to a vehicle dealership and showroom bounded by Whaley Road to the north and Barugh Green Road to the west and is prominently located at the roundabout. The surrounding area is characterised by a mix of residential, commercial and industrial uses, including another vehicle dealership and showroom to the north which has similar signage. The immediate surrounding area encompassing the roundabout junction has a clear commercial appearance and residential properties are located to the east, south and west.



Planning History

There is an extensive planning history associated with the application site dating to 1976. However, the most relevant applications are as follows:

1. B/88/1203/DT – Erection of car showroom, workshop, body shop and canopy for used car sale/display. – Approved.
2. B/97/0068/DT – Extension of hard standing to form sales and display area. – Approved.
3. B/97/0879/DT/AD – Display of advertisements. – Approved.
4. B/00/0744/DT/AD – Display of illuminated and non-illuminated signs. – Approved.
5. B/04/0683/DT – Display of illuminated & non-illuminated signage to car showroom. – Approved.
6. B/05/0286/DT/AD – Display of illuminated and non-illuminated signs to motor dealership. – Approved.
7. 2006/1013 – Display of illuminated & non-illuminated signage to car showroom. – Approved.

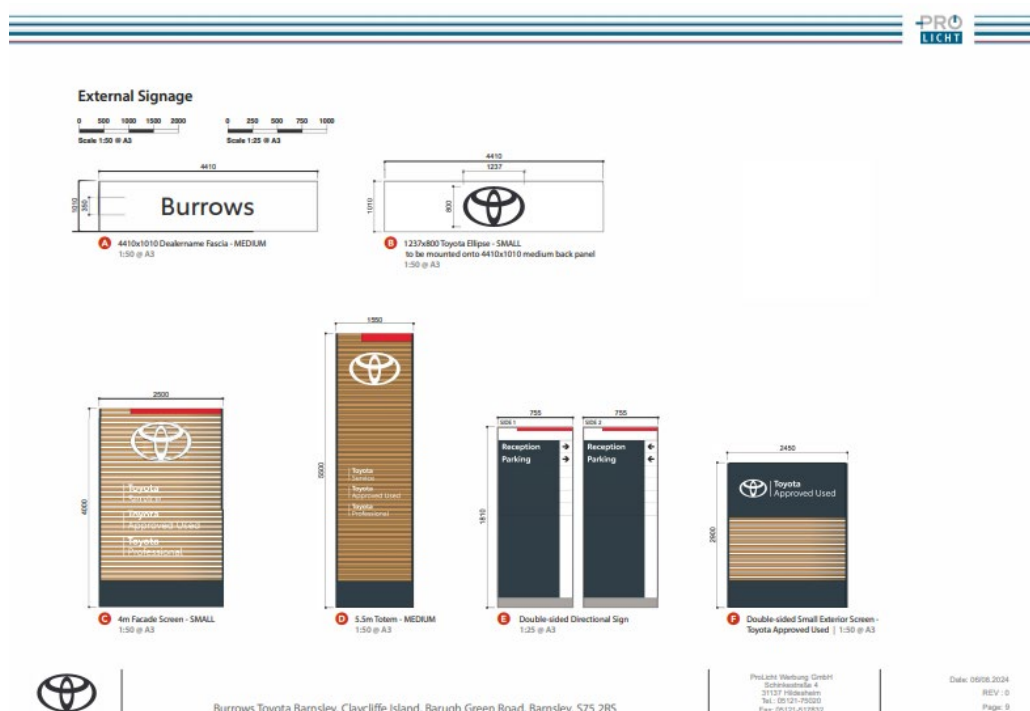
Proposed Development

The applicant is seeking approval for the removal of existing signage, the installation of new fascia signage, the installation of new totem signage and the installation of a new façade screen.

The proposed fascia signage would adopt a black and white colour scheme, would feature corporate branding, and would be illuminated internally with a maximum illumination level of 380 cd/m².

The proposed totem signage would comprise one new medium totem sign, one new double-sided directional sign and one new double-sided exterior screen. The totem signage would adopt a red, white and dark grey colour scheme with an oak timber effect background and would be illuminated internally with a maximum illumination level of 380 cd/m². The new directional sign would not be illuminated.

The proposed façade screen would adopt a red, white and dark grey colour scheme with an oak timber effect background and would be illuminated internally with a maximum illumination level of 380 cd/m².



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 – Urban Fabric

The site is allocated as urban fabric in the adopted Local Plan which has no specific land allocation. Therefore, the following policies are relevant:

- ***Policy SD1: Presumption in favour of Sustainable Development.***
- ***Policy D1: High quality design and place making.***
- ***Policy GD1: General Development.***
- ***Policy POLL1: Pollution Control and Protection.***
- ***Policy T4: New Development and Transport Safety.***

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 sections include:

- ***Section 12: Achieving well designed and beautiful places.***

Supplementary Planning Document(s)

- ***Advertisements.***

Consultations

Local Ward Councillors – No responses.
Pollution Control – No objection.
Highways DC – No objection.

Representations

A site notice was placed nearby, expiring 22nd October 2024. No representations were received.

Assessment

Principle of Development

The erection of signage is considered acceptable in principle if it would be appropriate in scale and respectful of local character. Any proposal will also be expected to demonstrate that it is not likely to result, directly or indirectly, in an increase in light or other pollution which would unacceptably affect or cause nuisance to the natural and built environment or to people.

Visual Amenity

The application site is bounded by Whaley Road to the north and Barugh Green Road to the west and is prominently located at the roundabout. The surrounding area is characterised by a mix of residential, commercial and industrial uses, including another vehicle dealership and showroom to the north which has similar signage. The immediate surrounding area encompassing the roundabout junction has a clear commercial appearance.

The proposed signage scheme would involve the removal of existing signage and the installation of new fascia signage, totem signage and a façade screen. The proposed signage would replace existing signage of a similar scale and placement and would adopt a cohesive design throughout. The proposed signage would not result in an aggressively commercial appearance far beyond the existing visual impact of existing signage and would adopt an appropriate level of illumination for its setting.

The proposal is therefore considered to comply with *Local plan Policy D1: High Quality Design and Placemaking* and would be acceptable regarding visual amenity.

Residential Amenity

The installation of illuminated signage is considered acceptable in principle if it would not result in an unacceptable increase in pollution which could otherwise affect or cause nuisance to the natural and built environment or to people.

There are residential properties located to the east, south and west of the application site, and it is acknowledged that there could be some impact on the amenity of the occupant(s) of those residential properties, particularly those located to the west. However, the proposed signage would replace existing signage of a similar scale, placement and level of illumination, and existing trees along the western boundary could offer some screening and mitigation. Moreover, Pollution Control were consulted, and no objections were received. In addition, no public representations were received.

The proposal is therefore considered to comply with *Local Plan Policy GD1: General Development* and *Local Plan Policy POLL1: Pollution Control and Protection* and would be acceptable regarding residential amenity.

Highway Safety

The proposed signage scheme would adopt a maximum illumination level that would be well within the recommended maximum levels and would adopt static illumination and be of a similar scale and similar placement as existing signage. Moreover, Highways were consulted on the application and no objections were received.

The proposal is therefore considered to comply with *Local Plan Policy T4: New Development and Transport Safety* and would be acceptable regarding highway safety.

Recommendation - Approve with Conditions