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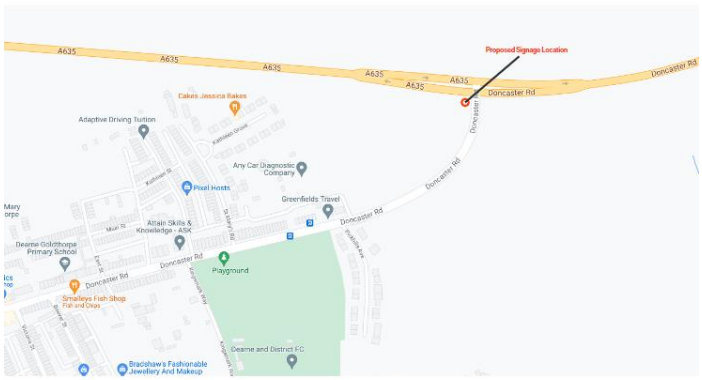
Miss Stephanie O'Brien

Erection of free standing panel sign

Grass verge off A635 at Junction of Doncaster Road, Goldthorpe, Rotherham

Description

The sign is to be located on the grass verge of the A635, at the junction of Doncaster Road. The road is a national speed limit road, with grass verge and hedgerows along either side of the road. The junction is a two way approach to Goldthorpe town centre. The residential development that the sign would advertise is a considerable distance from the site approximately 700m.



Proposed Development

The applicant seek permission to install a non illuminated free standing panel sign which would direct prospective buyers to the housing development and would be located on the grass verge at the A653 junction with Doncaster Road. The signage is to measure 1.22m by 1.22m and is to be situated 0.5m above ground level. The sign would be erected for a temporary period up to February 2024.





Policy Context`

Planning decisions should be made in accordance with the Local Plan unless material considerations indicate otherwise and the National Planning Policy Framework (NPPF) does not change the statutory status of the development plan as the starting point for decision making. The Council has also adopted a series of Supplementary Planning Documents (SPDs), which are other material considerations.

NPPF

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 Where the development plan is absent, silent or relevant policies are out-of-date, permission should be granted unless any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the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.

These policies are considered to reflect paragraph 136 in the NPPF, relating to advertisements which states the quality and character of place can suffer when advertisements are poorly sited and designed.

Local Plan

The site is allocated as Green Belt and is on the Local Strategic Highway Network within the Local Plan Proposals Maps and therefore the following policies are relevant

Policy GD1 General Development
Development will be approved if there will be no significant adverse effect on the living conditions and residential amenity of existing and future residents.

Policy D1 High Quality Design and Place Making
Development is expected to be of a high quality design and will be expected to respect, take advantage of and reinforce the distinctive, local character and other features of Barnsley.

Policy T4 New Development and Transport Safety
New development will be expected to be designed and built to provide all transport users within and surrounding the development with safe, secure and convenient access and movement.

Policy POLL1 Pollution Control and Protection
Development will be expected to demonstrate that it is not likely to result directly or indirectly in an increase in air, surface water, and groundwater, noise, smell, dust, vibration, light or other pollution which would unacceptably affect or cause a nuisance to the natural and built environment.

Policy GB1 Protection of Greenbelt
Green Belt will be protected from inappropriate development in accordance with national planning policy.

Supplementary Planning Document – Advertisement

Signs on shops, businesses and commercial premises should be limited to that which is necessary to identify the premises. Advertisements should, therefore, have regard for the design, scale and proportions of the building or site on which they are displayed. The over provision or poor design

of signs can give rise to a cluttered and aggressively commercial appearance which will usually have a damaging impact upon the visual character of an area.

The Council is, therefore, unlikely to grant consent for:
- Advance warning or directional signs.
- Advertising hoardings, including poster panels and banner signs.
- Signs on shops above fascia level.
- Signs on business premises above 1st floor level.
- Signs which appear out of scale or character with the building or locality.

Well designed signs can project an image of quality, confidence and permanence; whereas too many or oversized signs can give a cluttered and unattractive appearance which does not relate to either the building or the surrounding area

Consultations

Ward Members – no comments received

Highways DC – Objection

Representations

The application was advertised by the way of a site notice and neighbour notification letters; no representations have been received.

Assessment

Principle of development

Advertisements are acceptable where they would not be injurious to amenity, by virtue of size, position, location or proliferation and, where appropriate, level of illumination; and where the proposal would not have a detrimental impact on the character of an area or be prejudicial to public safety.

Visual Amenity

Supplementary Planning Document – Advertisements states that signs on shops, businesses and commercial premises should be limited to that which is necessary to identify the premises, it goes on to say that the Council is unlikely to grant consent for, amongst other things, advance warning or directional signs.

The directional signage is to be located on the grass verge of the A635 which is a busy high speed road, at the junction with Doncaster Road to guide prospective buyers to the residential development. The location is extremely visible and located on a busy junction. Therefore it is considered that the proposal has the potential to be a distraction to drivers whilst travelling on the highway.

It is acknowledged that the sign is intended to direct drivers, however the location of the residential development can be indicated on the applicant's website and technological advancements mean that premises can now be easily identified by using satellite navigation, often built into a smart phone or in car satellite navigation. In addition to this, the nature of the business is considered specialist and is unlikely to be subject to passing trade. On this basis, it is considered that the directional sign goes beyond what is necessary to identify the residential development, contrary to the Advertisements SPD.

Furthermore, the application site is also within the Green Belt which is protected from inappropriate development.

The aim of advertisement consent is to regulate advertisements in the interest of 'amenity' and 'public safety' and is not intended to control the content or the design of the content of an advertisement.

It is recognised that the area is not a residential housing estate, however would appear as an alien and incongruous addition to the detriment of visual amenity and contrary to Local Plan Policy D1 and SPD 'Advertisements'. Whilst each application is considered on its merits, it is also considered that allowing the directional sign in order to allow the premises to be more easily identified could set an undesirable precedent making it more difficult to for the Council to resist similar proposals.

Highway Safety

It should be noted that traffic signs are defined within Section 64 of the Road Traffic Regulation Act as "any object or device for conveying to traffic on roads or any specified class of traffic, warnings, information, requirement, restrictions or prohibitions of any description……."and stipulates that these signs be specified by regulations made by the national authority or authorised by the national authority. The types of signs and their appropriate use are prescribed in Traffic Signs and Regulations Direction (TSRGD). As such TSRGD prescribes the design and conditions of use for traffic signs to be placed on or near roads in England, Scotland and Wales.

The proposal is in contravention with highway legislation as it does not conform to the prescribed signs contained within TSRGD.

Residential Amenity

The sign is not within a residential area and therefore is not considered that there would be a detrimental impact on residential amenity.

Conclusion

It is acknowledged that the sign is acceptable in terms of its impact on residential amenity.. However, that does not warrant the approval of a sign which would appear as an alien and incongruous addition resulting in a detrimental impact on the visual character of the area, as such the sign fails to comply with Local Plan Policy D1 and Supplementary Planning Document – Advertisements. The sign is also contrary to highways safety and therefore fails to comply with Local Plan Policy T4 New Development and Highways Safety.

Recommendation

Refuse