

Applicant: Mr Graham Hughes

Description: Freestanding illuminated digital poster advertisement unit measuring 6.4m x 3.4m (standard 48 sheet size) for the display of static poster designs

Site Address: Wynsors World Of Shoes, 90 Doncaster Road, Barnsley, S70 1TW

Site Location & Description

The application relates to a single storey shoe shop and its associated parking area. The building has a flat roof and is constructed from a mixture of stone and cladding with large areas of glazing on the front elevation overlooking the car park. The building and carpark front Doncaster Road but the vehicular access is from Oakwell Lane to the South East of the Site. The Junction between Taylor Row and Doncaster Road is also located close to the South West of the site.

There are a number off uses evident within the immediate area, including residential flats opposite Doncaster Road to the North, a car sales pitch and memorial business to the East, a tool hire business to the West and a railway line immediately beyond the rear boundary.

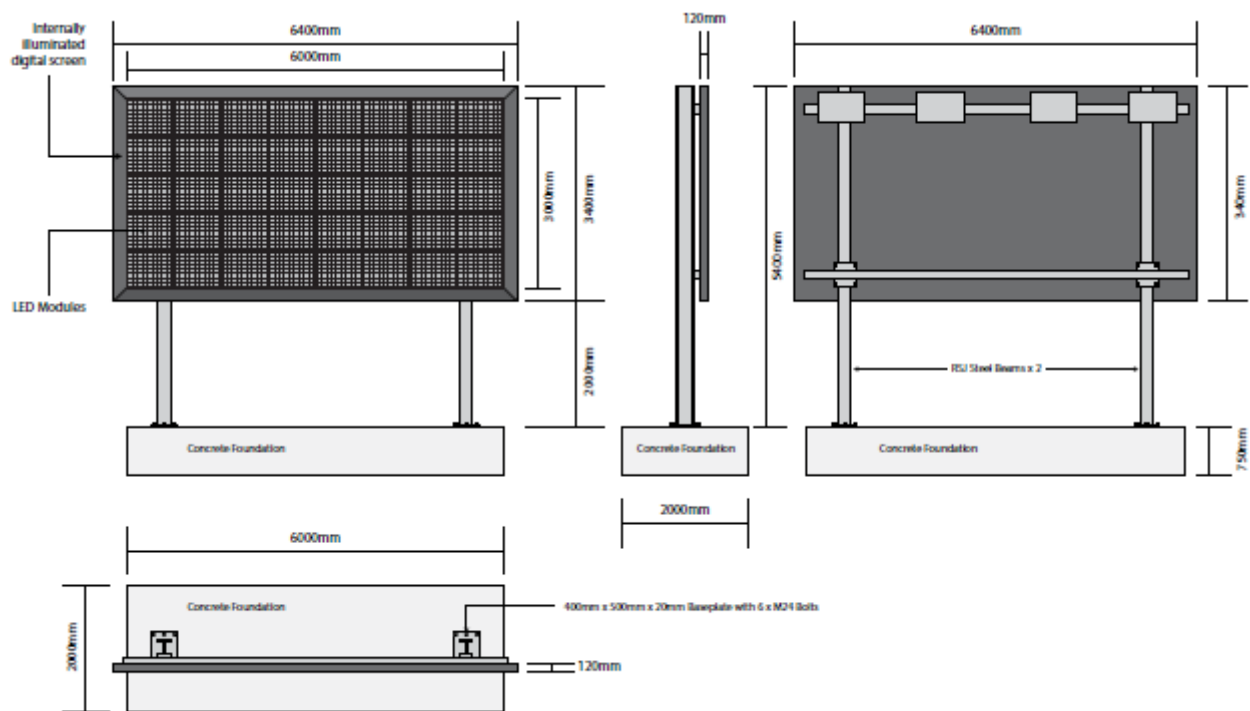


Proposed Development

The applicant seeks permission to erect a freestanding 48-sheet, single sided digital billboard within the car park of the shoe shop, adjacent to the Western elevation. The sign would face towards Doncaster Road and Oakwell Lane.

The billboard would display a series of static illuminated images which will change no more than once every 10 seconds. The sign would measure 6.4m wide and 3.4m high and would be elevated on 2m high posts, resulting in a total height of 5.4m.





Policy Context

The Site is located within the Yards District of the town centre, is within a sensitive area of opportunity for tall buildings and within the Dearne Valley Green Heart Nature Improvement Area as allocated in the Local Plan; therefore, the following policies are relevant:

Policy T4 New development and Transport Safety

Policy GD1 General Development

Policy D1 High Quality Design and Place Making

Policy Poll1 Pollution Control and Protection

SPD's

Advertisements

NPPF

The NPPF 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.

Paragraphs of particular relevance to this application include:

Para 111 - Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.

Para 126 - The creation of high-quality buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.

Para 136 - advertisements should be subject to control only in the interests of amenity and public safety, taking into account cumulative impacts.

Other

The legislative framework for the control of advertisements is contained within The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the "Regulations"). Regulation 3 states that advertising should be controlled in the interest of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, in addition to any other relevant factors.

Consultations

Highways – No objections

Ward Councillors – No comments

Representations

None

Assessment

Principle of Development

The Council's SPD on advertisements states that 'signs should be limited to that which is necessary. Advertisements should 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'.

In addition to 'amenity' the aim of the system to regulate advertisements also relates to 'public safety' i.e. the impact of the proposal upon the safety of pedestrians and vehicles.

Similar 48 sheet illuminated screens, with static digital imagery, were recently refused and dismissed at appeal in similarly prominent locations within Barnsley including Town End Roundabout, Wakefield Road, Racecommon Road, Lower Castlereagh Street, West Way and Grange Lane (application references: 2020/0213, 2020/0857, 2020/1077, 2021/0496, 2021/1243 & 2021/0470 and Appeal references APP/R4408/Z/20/3252789, APP/R4408/Z/20/32608, APP/R4408/Z/21/3266463, APP/R4408/Z/21/3275304, APP/R4408/Z/21/3287587 (decision pending) & APP/R4408/Z/21/3278 respectively. The main issues highlighted were the effect of the proposed advert on the visual amenity of the area and on public safety as it relates to road users.

Amenity

The proposed advert would, given the illumination and changing images, be visually prominent, especially during the hours of darkness and when viewed against the surrounding area which has limited illuminated signage. It is also noted that, despite commercial premises being located within the immediate area with associated adverts/signs, they are modest in scale, predominantly non-digital and non-illuminated and mainly advertise the use or products of the buildings/premises which they are sited on/adjacent to, whereas, the advertisement campaigns on the proposed signs are unlikely to reference the immediate area, contrary to the SPD.

The immediate area is generally free from clutter and overly commercial advertisements and external lighting is mainly from streetlight. It is noted that the shoe shop has existing signage but this is limited to signage on the fascia of the building with modest down lights above. The proposed signage would be in a visually prominent location and given its overall 5.4m height and 6.4m width, would dominate the streetscene, especially travelling West on Doncaster Road or while at the junction of Oakwell Lane and Doncaster Road. Its size would also far exceed the size of, and be in stark contrast too, any signage or advertisements within the immediate area, to the detriment of visual amenity and contrary to Local Plan Policy D1 and SPD 'Signage'.

The illuminated, frequently changing commercial images displayed on the proposal would be incongruous when seen against the verdant backdrop of the relatively minimally lit space beyond. It would also be visually harmful to the surrounding area, by adding to the over proliferation of signs within the area.

Whilst there is a tree adjacent to the site between the sign and the highway, the relatively blank and unattractive rear of the sign would be visible from public vantage points to the rear, including while travelling South East along Doncaster Road to the junction with Taylor Row. Given the height of the sign it would considerably project above the site boundary, again, to the detriment of the streetscene.

Whilst the level of illumination could be controlled, due to its position, size and changing displays, even low luminance settings would give the proposal an over-stated commercial connotation and would be out of keeping with its immediate backdrop and particularly evident during the hours of darkness.

In summary, the introduction of this digital display would have a harmful effect on amenity, contrary to Policy D1 of the Barnsley Local Plan (LP) (adopted 2019) and the Supplementary Planning Document 'Advertisements' (SPD)(adopted 2019) which together seek to ensure that advertisements are sensitively located in the streetscene and avoid an aggressively commercial appearance which can have a damaging impact on the visual character of an area. There is also conflict with paragraph 136 of the National Planning Policy Framework (the Framework) which states that the quality and character of places can suffer when advertisements are poorly sited and designed. The LP policies have been considered to the extent permitted by the Framework which limits assessment of advertisements to visual amenity and public safety.

Public Safety

Colleagues in Highways have provided the following comments;

In this regard, I would consider there to be two main areas that require drivers to be particularly alert; firstly the Oakwell Lane/A635 priority junction some 50m from the display and secondly the priority junction between the A635 and Doncaster Road at the bend adjacent to the display. Neither of these elements involve complex road layouts or a requirement for drivers to display a level of awareness greater than that which should ordinarily be exercised. Therefore, taking into consideration the position and orientation of the display along with the road layout and the general movement of vehicular traffic, I am of the view that the proposals would not be significantly detrimental to highway safety.

With regard to luminance levels, it is proposed for the display to comply with the requirements of the Institution of Lighting Professionals, including having a maximum luminance of 300cd/m² from dusk until dawn.

The proposals are therefore considered unlikely to have a negative impact upon highway safety or the local highway network and as such are acceptable from a highways development control perspective.

Conclusion

Given the comments above, it is concluded that refusal shall be issued on amenity grounds.

Recommendation

Refuse