2024/0446

Mr Kevin Oldland

Advertisement Adshel Site 0401 0127, Doncaster Road, Kendray, Barnsley, S70 3RQ

Erection of digital bus shelter advertisement panel.

Site Description

The application relates to an existing bus shelter which features an existing paper advertisement display panel located on the south side of Doncaster Road and to the front of a row of residential properties in an area that is principally residential. Stairfoot roundabout is located to the east and Kendray Hospital is located to the west with Barnsley Town Centre beyond.



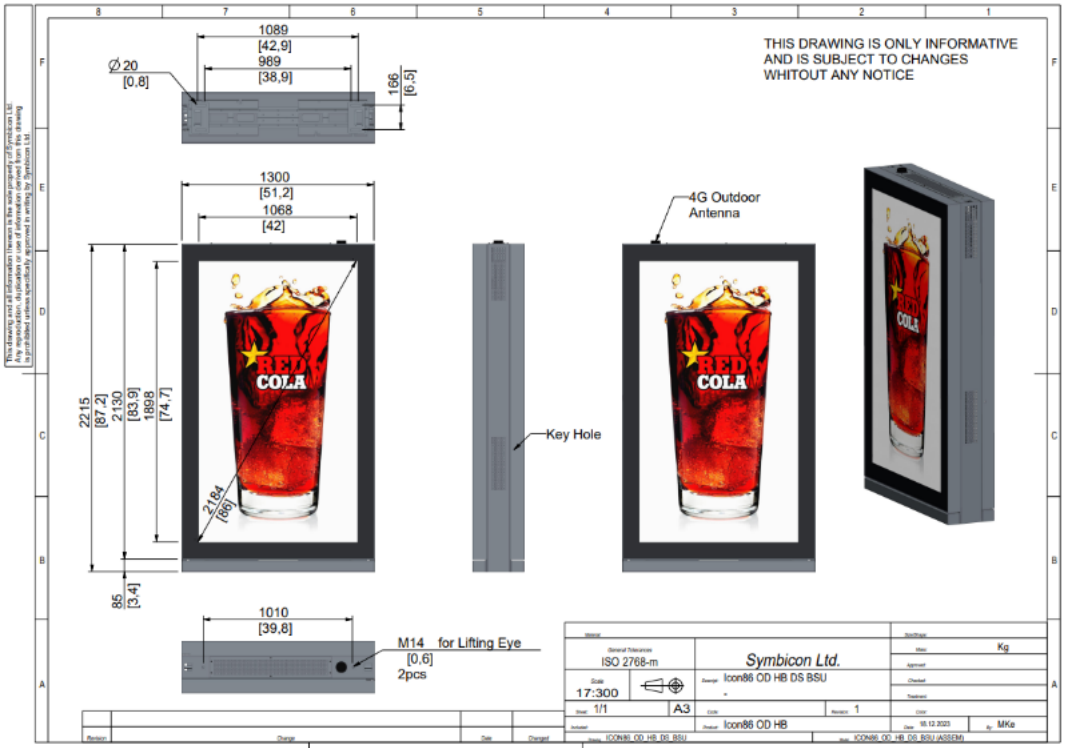
Planning History

There are two planning applications associated with this site.

1. B/87/0272/BA/AD – Panels on bus passenger shelter. – Approved.
2. B/03/1417/BA/AD – Display of illuminated advert posters to bus shelters. – Approved.

Proposed Development

The applicant is seeking permission for the erection of a double-sided digital advertisement display panel. The existing bus shelter would be removed, and the proposed digital advertisement display panel would be fitted to a replacement bus shelter and would be internally illuminated, displaying static images which would change via a smooth transition no more frequently than every 10 seconds and with a maximum illuminance level during periods of darkness of 284 cd/m². The proposed digital advertisement display panel would be turned off from midnight to 05:00am each night.



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 GD1: General Development.***
- ***Policy POLL1: Pollution Control and Protection.***
- ***Policy D1: High quality design and place making.***
- ***Policy T4: New Development and Transport Safety.***

Supplementary Planning Document(s)

- ***Advertisements.***

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 policies include:

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

Consultations

Highways DC – No objections subject to conditions.
Pollution Control – No objections.
Local Ward Councillors – No response.

Representations

Neighbour notification letters were sent to surrounding properties and the application was advertised by way of a site notice, expiring 5th July 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 and would demonstrate that it would not be 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.

Residential Amenity

The erection of signage is considered acceptable in principle if it demonstrates that it would not be 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.

The proposed double-sided digital advertisement display panel would be fitted to a replacement bus shelter to the front of some residential properties. It is acknowledged that the proposal could impact existing residential uses. However, any potential impact would unlikely be unduly harmful as the proposal would adopt a restrained maximum illuminance level and would be set in the context of existing street lighting and passing traffic. The maximum illuminance level will be conditioned.

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 double-sided digital advertisement display panel would be fitted to a replacement bus shelter located on the south side of Doncaster Road between Lambert Road to the east and Redhill Avenue to the west. In this area, Doncaster Road is relatively straight and level, and the general road layout is uncomplicated. Nonetheless, drivers would need to remain aware of the possibility of emerging vehicles from any side road junctions and domestic driveways in the locality. The proposal would likely have the greatest impact upon drivers exiting the junction of Redhill Avenue to enter Doncaster Road where the illuminated display could impair the ability of drivers to adequately see the headlights of approaching vehicles. Highways DC were consulted on the proposal and raised no objection subject to conditions, including restricted illuminance levels during hours of darkness.

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

Visual Amenity

The existing bus shelter which incorporates an existing paper advertisement display panel would be removed, and the proposed double-sided digital advertisement display panel would be fitted to a replacement bus shelter. The proposal would therefore unlikely significantly alter or detract from the character of the street scene as it would replace an existing advertisement display panel of a similar scale and appearance, would be similarly located, and would adopt a restrained illuminance level 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.

Recommendation -
Approve with Conditions