
Application number: 2024/0677

Description: Erection of post mounted sign

Location: The Horse and Groom Square, Barnsley Road, Goldthorpe, Rotherham, S63 9NE

1. Site Location & Description

- 1.1. The applicant is seeking consent for the erection of a post mounted sign located at the Horse and Groom Square, Barnsley Road, Goldthorpe, Rotherham, S63 9NE. The site had previously been the location of a former public house which was adjacent to Doncaster and Barnsley Road. The site has now been cleared and is now the site of a public open space. These changes can be seen in the planning history below.

2. Proposed Development

- 2.1. The proposed mounted sign would be constructed from iron and finished in Black. The sign would depict an image of a horse and groom which would be cut from the material, the name of the square would also be cut from the iron. The sign would measure approximately:

- 2m (L) x 2m (H) x 0.1m (W).



3. Planning History

- 3.1. 2021/0959 – Proposed demolition of existing former public house. Partial removal of existing hard landscape and retention / repair of existing tarmac car parking area. Provision of new temporary hard-standing area (asphalt road plannings + sub-base) to areas where building demolished and existing hard landscape removed. Retain existing stone wall and concrete / gravel hard-standing to front of site – Approved subject to conditions, September 2021.
- 3.2. 2022/1127 - Creation of new public open space - Approved subject to conditions, January 2023.

4. Policy Context

4.1. Planning decisions should be made in accordance with the development plan unless material considerations indicate otherwise and the 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 also 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 and are a material consideration in the decision-making process.

4.2. 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

4.3. The site is set within the District Centre of Goldthorpe and within a Primary Shopping Frontage as allocated in the Local Plan. In relation to this application the following Local Plan policies are relevant to this site:-

- *Policy GD1: General Development.*
- *Policy D1: High quality design and place making.*
- *Policy POLL1: Pollution Control and Protection.*
- *Policy TC1: Town Centres. .*
- *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 policies include:

- *Section 12: Achieving well designed and beautiful places.*
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Supplementary Planning Document: Advertisements

The aim of the system is to regulate advertisements in the interests of 'amenity' and 'public safety'. The main issues in determining an application will therefore, usually be:

- The impact of the advertisement on the appearance of the site or building upon which it is displayed and upon the visual character of the area; and

- The impact of the proposal upon the safety of pedestrians and vehicles.

5. Consultations

- 5.1. Highways – No objections.
- 5.2. Regulatory Services – No objections.

6. Representations

- 6.1. The application was advertised by individual neighbour notification letter and by site notice. No public representations have been received.
- 6.2. Councillor Morell has made positive comments towards the development.

7. Assessment

Principle of development

- 7.1. The erection of signage is considered acceptable in principle provided that 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.

Residential Amenity

- 7.2. The proposed signage is non-illuminated and is sufficient distance from neighbouring dwellings not to significantly impact on their amenities. 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.

Visual Amenity

- 7.3. The proposed signage would be erected in the newly constructed public space, the sign is constructed and finished with acceptable materials. The sign would help construct a sense of place in the area and would create a positive outcome to the area. As such the scheme would adhere to *Local Plan Policy D1: High Quality Design and Placemaking* and would be acceptable regarding visual amenity.

Highway Safety

- 7.4. The proposed sign is non illuminated and would be sited away from the highway. As such, the LPA considers that the sign would not significantly interfere with any vehicular or pedestrian sight lines or visibility, and highway safety would be maintained to a reasonable degree. The proposal is therefore considered to comply with *Local Plan Policy T4: New Development and Transport Safety* and would be acceptable regarding highway safety.

8. Recommendation

Approve subject to the following conditions:

1. The development hereby approved shall be carried out strictly in accordance with the plans (Location Plan (1:1250, Proposed sign - 1, Proposed sign - 2, Sign Position at Square) and specifications as approved unless required by any other conditions in this permission.

Reason: In the interests of the visual amenities of the locality and in accordance with Local Plan Policy D1 High Quality Design and Place Making