
Ref 2022 0359 – Advertisement Consent Application

Applicant: Next Retail Ltd

Proposal: Display of 2 no internally illuminated fascia signs and 1 no projecting sign following the removal of existing signs.

Address: 16 The Glass Works, Barnsley, S70 1GW

Planning History

There is a complex planning history on the site relating to the Glass Works redevelopment and its previous incarnations, the most relevant recent planning permissions being:

2017/0135 - Proposed refurbishment and extension of Metropolitan Centre containing a mixture of markets, retail, food and drink (A1, A3, A4), and leisure (D2) uses - Reserved matters of outline planning permission 2015/0549 (access, appearance, layout and scale, excluding landscaping)

2018/1569 - Variation of condition 2 (approved plans) of planning permission 2017/0586 to enable changes to the design of the multi storey car park and its access arrangements - Mixed use development of land adjoining Barnsley Markets following demolition of part of existing market hall and multi storey car park to provide new retail/food and drink (Use Classes A1, A3), cinema and leisure use (Use Class D2), new multi storey car park and service road, with access to/from Lambra Road

More recently, advertisement consent has been granted for signage at Next under application reference numbers 2021/0556 and 2021/1232

Site Description

The application relates to unit 16 of the Glassworks Development in the Markets District of Barnsley Town Centre. The unit is one of a number on the ground floor of this building and fronts onto an internal arcade of the Glassworks as well as having an outside wall the faces over the railway line.

Location Plan



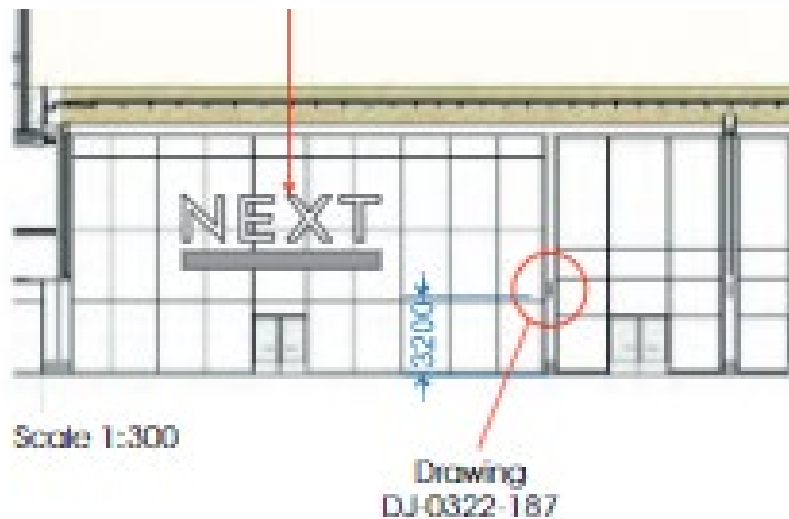
Proposed Development

The applicant seeks permission to display several signs, reflecting the advertisement consents previously granted but changing the font of the lettering from lower case to upper case.

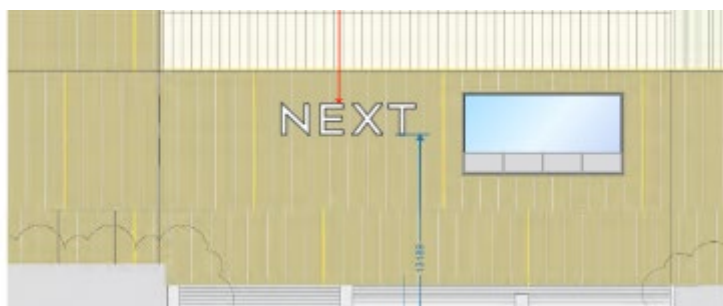
Proposed projecting sign



Proposed shopfront showing single fascia sign and location of projecting sign.



Proposed side elevation



Policy Context

Decisions on applications for advertisement consent are not determined under the S38/6 presumption in favour of the development plan. However, development plan policies are a material consideration, and will inform consideration of the two principal issues of public safety and amenity

Local Plan

The new Local Plan was adopted at the full Council meeting held on 3rd January 2019.

The application site is in the primary shopping area of Barnsley Town Centre as designated in the Local Plan. The following policies are relevant:

Policy GD1 General Development – Sets a range of criteria to be applied to all proposals for development.

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 TC1 Town Centres – indicates that new retail and town centre development will be directed to centres in order to maintain and enhance their vitality and viability and that a sequential approach will be used to assess proposals for new retail and town centre development outside the designated centres.

Policy BTC12 The Markets Area District – we will allow shops, offices, leisure developments, and food and drink uses within the Markets District. Other uses will only be supported where they contribute towards the vitality and viability of the town centre.

Supplementary Planning Documents

Advertisements SPD – offers guidance to anyone seeking to display an outdoor advertisement and in particular cautions against cluttered advertising and excessive illumination.

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.

In respect of this application, the policies above are considered to reflect the NPPF, which relates to high quality design and good standard of amenity for all existing and future occupants of land and buildings. They also reflect the advice in paragraph 136 which states that the quality and character of places can suffer when advertisements are poorly sited and designed. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Consultations

Network Rail – confirmed no observations to make.

Design – No objections to the replacement of the two 'Next' 3D lettering signs and the single projecting sign with the new versions. Concerned at the possibility that the glazing on the external elevation facing Harborough Hill Road might in the future get covered with vinyl advertising and

would appreciate any safeguards that could be put in place to prevent this potentially happening in the future.

Town Centre Car Parks – no response.

Ward Councillors – No response.

Representations

The application was advertised by way of consultation letters (12 April to 3 May) which were sent to units/properties adjacent and near to the proposal site; and a site notice (19 April to 10 May). No comments have been received.

Assessment

Principle

Advertisements are acceptable where they would not be harmful to amenity, by virtue of size, position, location or proliferation and level of illumination; and where the proposal would not be prejudicial to public safety.

The site is located within an area that was approved for retail sale of goods under the 2019 planning permission for the Glass Works development. The advertisements therefore relate to an authorised use and the principle of consent is acceptable subject to matters of detail.

Visual Amenity

The signs are identical in size to the signs which they replace, and simply reflect a change in corporate style from lower case letters to upper case letters.

Reflecting the advice of the Design Officer, it is considered that the signs are acceptable in terms of their impact on visual amenity and are in compliance with the Glassworks Shopfront Design Guide, the SPD Advertisements and Local Plan Policies GD1 and D1. Conditions are recommended to ensure that the advertisements are displayed in accordance with the amended plans submitted; and also to remove deemed consent for any further advertisements – this will ensure that any further advertisements remain under the control of the Local Planning Authority, including any vinyl advertising on the exterior window, in the interests of the continued satisfactory appearance of the property.

Highway Safety

Network rail have confirmed that they have no comments. As indicated above the signs are very similar in appearance to the signs that they replace. It is concluded that the signs are acceptable from a highway safety perspective.

Conclusion

The proposed signs are a high-quality addition and proportionate to the unit upon which they will be situated. The signs on this unit will ensure the vibrancy, vitality and viability of the town centre without incurring negative impacts to visual amenity or public highway safety.

Recommendation

Grant subject to conditions