

2024/0303

Mr Simon Walter

18 Queen Street, Barnsley, S70 1SJ

Erection of High Level Illuminated Brand Sign (on upper fascia)

Site Description

The site is a currently vacant unit, 18 Queen Street, on a main shopping street in Barnsley Town Centre. The site is located close to the Glass Works development and at the end of a consistent run of retail units on Queen Street.

Relevant Planning History

B/91/0956/BA/AD – Signs (Approve)

B/92/1542/BA/AD – Sign (Approve)

2012/1181 - Installation of new shop front, automatic entrance doors, 2 no. external ATM cash machines, CCTV camera, 2 no. condensers, 1 heat recovery ventilation unit and replacement ductwork on flat roof (Approved with Conditions)

2012/1186 - Display of 1 no. internally illuminated fascia sign and 1 no. internally illuminated projecting sign to shop (Approved with Conditions)

2017/0413 - Proposed erection of 2.4m high fencing and gating to enclose bin storage area in external loading bay area (Approved with Conditions)

Proposed Development

Clarks	
**** Clarks Barnsley	
Tender	
External Elevations	
SDC/17/010-001	
A	Jan
1:50	05.02.24
Unit 8 18-18 Queen Street Barnsley S70 1SJ	
bell design	
E: +44 (0) 1656 502 422	

The applicant is seeking approval for signage works to include a high level illuminated brand sign (Clarks) on upper the fascia of the existing shopfront.

Policy Context

Planning decisions should be made in accordance with the current development plan policies unless material considerations indicate otherwise. The recently revised National Planning Policy Framework (NPPF) does not change the statutory status of the development plan as the starting point for decision making.

Local Plan Allocation – Town Centre District 2

To the extent that development plan policies are material to an application for planning permission the decision on the application must be taken in accordance with the development plan unless there are material considerations that indicate otherwise (section 70(2) of the Town and Country Planning Act 1990 and section 38(6) of the Planning and Compulsory Purchase Act 2004).

The Local Plan was adopted by the Council in January 2019 and the Council has also adopted a series of Supplementary Planning Documents which are other material considerations. The National Planning Policy Framework represents up-to-date government planning policy and is a material consideration that must be taken into account where it is relevant to a planning application. In reference to this application, the following policies are relevant:

Policy SD1: Presumption in favour of Sustainable Development – States that proposals for development will be approved where there will be no significant adverse effect on the living conditions and residential amenity of existing and future residents. Development will be expected to be compatible with neighbouring land and will not significantly prejudice the current or future use of neighbouring land. Policy GD1 below will be applied to all development.

Policy GD1: General Development – States that proposals for development will be approved where there will be no significant adverse effect on the living conditions and residential amenity of existing and future residents. Development will be expected to be compatible with neighbouring land and will not significantly prejudice the current or future use of neighbouring land. Policy GD1 below will be applied to all development.

Policy D1: High quality design and place making – Supersedes Core Strategy Policy CSP 29 and sets out the overarching design principles for the borough. Policy D1 States that development is expected to be of high-quality design and will be expected to respect, take advantage of and reinforce the distinctive, local character and 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.

Supplementary Planning Document: Advertisements

This document establishes the design principles that specifically apply to the consideration of planning applications for advertisements. It states the council is unlikely to grant consent for: Advance warning or directional signs, advertising hoardings, including poster panels, signs on shops above fascia level, signs on business premises above first floor level, signs which appear out of scale or character with the building, locality or surrounding signage.

The SPD states that excessive illumination causes light pollution and is therefore a waste of energy. As well as where the Council considers that the principle of illumination is acceptable, the light source should be designed so that it is not directly visible to drivers on adjacent roads or likely to cause nuisance to nearby residential properties. The level of illumination should be kept to a minimum.

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.

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 places – The Government attaches great importance to the design of the built environment. 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.

It is important to plan positively for the inclusion of high-quality design for all developments, including individual buildings, public and private spaces and wider area development schemes.

Within section 12, paragraph 141 states that *“the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts”*.

Consultations

Central Ward Councillors were consulted and raised no objections.

Pollution Control were consulted and raised no objections.

The LPA's Urban Design Officer was consulted and raised no objections.

Representations

The application was advertised by a site notice and neighbour letters, no comments were received.

Assessment

Principle of Development

The site is within urban Barnsley in town centre district 2 as such, the erection of the signage is deemed acceptable in principle and consent will be granted where the development is appropriate in scale, respectful of the areas character and visual amenities and does not adversely impact the amenity of local residents and highway safety.

Visual Amenity

The proposed advertisements which are similar to the previous permitted advertisements are sufficient to identify the premises and does not give rise to a cluttered or overly commercial appearance. During the application process a second sign on the lower fascia was originally proposed but has since been omitted as it was inconsistent with the surrounding signage. It is deemed that the proposal will not harm the visual amenity of the surrounding area is therefore considered acceptable in terms of visual amenity. The proposed development is therefore not considered to be contrary to Local Plan Policy D1: High Quality Design and Place Making and is considered acceptable in terms of visual amenity.

Residential Amenity

It is anticipated that there will be no detrimental effect from the new signage for local residents and it will not be prejudicial to the amenity of surrounding units in line with the requirements of the SPD Advertisements and Local Plan policies GD1 and D1.

Highway Safety

There will be no impact upon highway safety.

Recommendation

Approve with conditions