
Ref 2022 0285 – Advertisement Consent Application

Applicant: Miss Abbie Gawtry

Proposal: Display of internally suspended and illuminated shop front sign and projecting sign (Dolly's Desserts)

Address: 28 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:

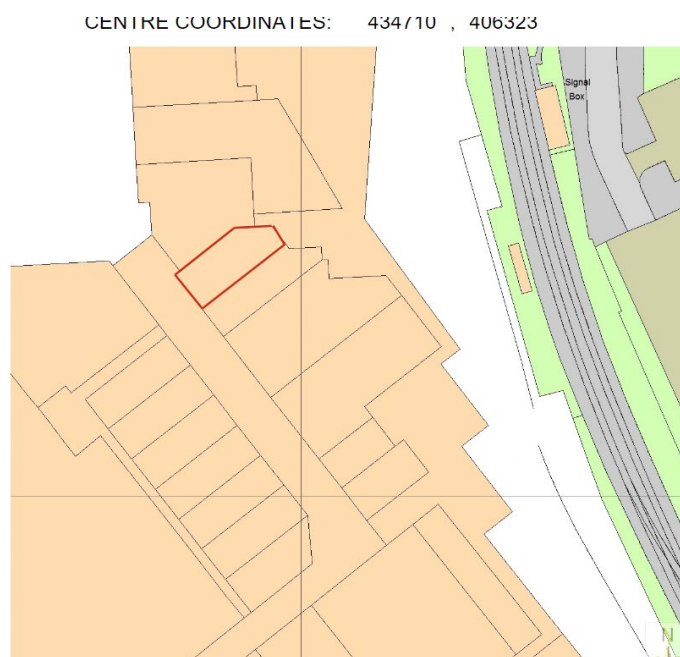
2017/0135 - Proposed refurbishment and extension of Metropolitan Centre containing a mixture of markets, retail, food and drink (A1, A3, A4), and leisure (D2) uses - Reserved matters of outline planning permission 2015/0549 (access, appearance, layout and scale, excluding landscaping)

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

Site Description

The application relates to unit 28 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.

Location Plan

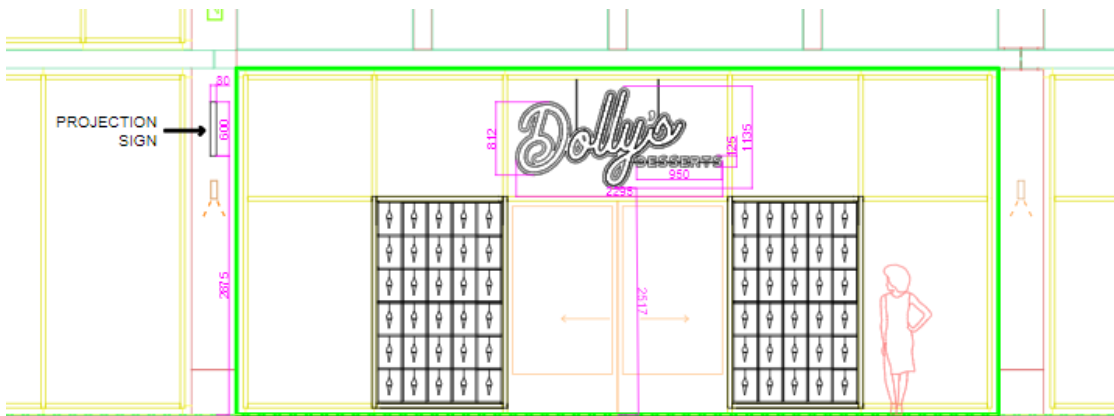


Proposed Development

The applicant seeks permission to display projecting and fascia signs and has amended the proposal to reflect the comments of the Design Officer,

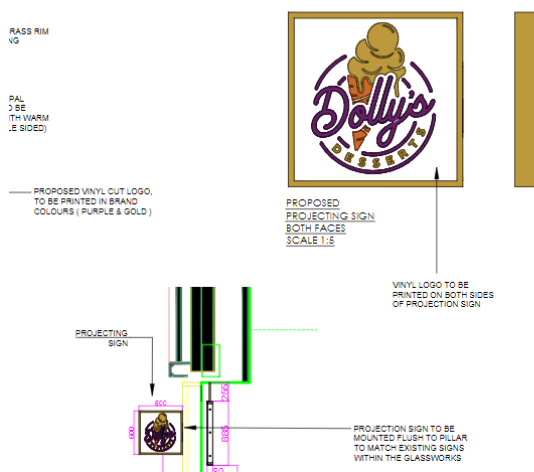
- changing the way that the projecting sign is fixed so that it is mounted flush to the pillar with no projecting arm and showing the proposed colours as a white background with brown and beige logo colours.
- Clarifying that the window display will provide a good degree of transparency

Proposed shopfront showing single fascia sign and position of projecting sign



Proposed projecting sign

Shopfront display detail



WINDOW DISPLAY
EXAMPLE NOT TO
SCALE

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 – Development will be approved if there will be no significant adverse effect on the living conditions and residential amenity of existing and future residents.

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

Design – Initial comments supported the internally suspended signage as shown but expressed concern at the details of the proposal and in particular

- The need to mount the projecting sign flush to the pillar rather than with a projecting arm.
- The need to clarify the colours of the projecting sign (black and white or purple, gold and white?)
- The need to clarify with Alex Richardson (Regeneration Projects Group Leader) which pillar the projecting sign can be located on as risk of potential cumulative effect
- The need for elevation, plan and cross section plans to clarify that fixtures will avoid blocking views into the shop and that vinyls are not to be applied to the shop windows

Comments on revised plans - No objections provided the projecting sign is relocated and noting

- The projecting sign is now shown mounted flush to the pillar and the colours are clarified.
- The creative display is acceptable as it allows transparency through to the unit.

Ward Councillors – No response.

Representations

The application was advertised by way of consultation letters (28 March to 18 April) which were sent to units/properties adjacent and near to the proposal site; and a site notice (6 to 29 April). 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

Following adverse comments from the Design Officer, the application has been amended. In particular, the application has been amended so that the projecting sign is fixed flush to the pillar without a projecting arm, and is relocated to the left hand side of the shopfront to remove the potential for clutter when viewed in relation to the projecting signs of other shops; and also clarifying that the proposed shopfront display would not block views into the shop.

The signs are considered to be 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, in the interests of the continued satisfactory appearance of the property.

Conclusion

As amended, 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