
2021/0643
(linked planning app 2021 0638)

Mr John Bannatyne / Poundland

Display of new internally illuminated fascia sign

Unit 1, Birk Avenue, Kendray, Barnsley, S70 3AH

Site Location and Description

The site is a retail unit fronting onto Birk Avenue, one of a pair of modern units. The site is part of a small group of four shops and is in an otherwise residential area.

Photos of the application site (showing scheme fully implemented) and the adjacent unit



(Photo submitted by the applicant before scheme implemented)



Site History

No history of advertisement consent applications on the site.

Proposed Development

The applicant seeks permission for a new illuminated sign above the shop front. It appears that advertisement consent is required because the sign exceeds the limitation on deemed consent that the sign should not exceed 1/5 of the frontage.

The proposed sign (already displayed) measures 11.5metres x 1.21metres and is in the corporate colour scheme for Poundland of green and lime green background with white and green lettering.

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 site is allocated as Urban Fabric within the Local Plan Proposals Maps where the following policies are relevant:

Policy Poll1 Pollution Control and Protection - sets criteria to ensure that new development does not unacceptably affect or cause nuisance to the natural and built environment or to people; or suffer from unacceptable levels of pollution.

Policy T4 New development and Transport Safety - expects new development to be designed and built to provide safe secure and convenient access and to not cause or add to problems of highway safety or efficiency.

Policy GD1 General Development – sets a range of criteria to be applied to all proposals for development, including:

- no significant adverse effect on the living conditions and residential amenity of existing and future residents;

Policy D1 High Quality Design and Place Making - indicates that we will positively encourage developments which will help in the management, conservation, understanding and enjoyment of Barnsley's historic environment and will support proposals which conserve and enhance the significance and setting of the borough's heritage assets.

NPPF

These policies reflect the purpose of achieving sustainable development set out in the NPPF and in particular (in relation to this proposal) the economic, social and environmental objectives.

Supplementary Planning Documents (SPD):

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

Consultations

Highways DC – No response
Ward Councillors – No response

Representations

The application has been publicised via direct letters to nearby properties; no representations have been received.

Assessment

Principle of development

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.

Highways safety

Highways officers have not commented. The sign is very similar to the previous sign on the property and does not appear to introduce any highway safety concerns.

Residential and Visual Amenity

The sign is very similar to the previous sign on the property, being designed as part of the comprehensive shopfront design of the building permitted in 2015. It is indicated that the signs will be internally illuminated to 300 cd/m², static. The sign is considered appropriate in design and scale to the building and to its setting.

It is therefore considered that the proposal is acceptable in terms of its impact on residential and visual amenity and is in compliance with Local Plan Policy GD1.

Recommendation

Grant subject to conditions

1. approved plans
 - a. Existing Front Elevation HLP/1280/02A
 - b. Proposed Front Elevation HLP/1280/06A
 - c. Site and Location Plan HLP/1280/07A
 - d. Existing and Proposed Shopfront Doors HLP/20/08A

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.