

2023/0010

Applicant: Mr Jed Roberts

Proposal: Installation of illuminated fascia sign and printed graphics on windows and doors

Address: 138A Redbrook Road, Gawber, Barnsley, S75 2RB

Site Description

The application relates to a small retail unit previously a flower shop, at one end of a small group of commercial properties including a shop/post office (with a flat over), two hot food takeaways and a sandwich shop. The surrounding area is otherwise residential, including the immediate neighbour to the west. Some 300 metres to the east are Barnsley Hospital and Gawber Road Working Men's Club.

Site frontage



Proposal

The proposal is for an illuminated fascia sign and printed graphics on the windows and doors. The fascia sign is to have overhead led trough lighting to 265 cd/m²

Proposed elevations:



Planning History

2022/0525 – planning permission granted for change of use from shop to micro pub

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 Local Plan was adopted by the Council in January 2019. The Council has also adopted a series of Supplementary Planning Documents which are other material considerations.

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.

The application site is in an area designated as urban fabric in the Local Plan, recognising that the site is in an established built up area.

The following policies are relevant:

Policy GD1 General Development – Development will be approved subject to assessment against a range of criteria, including 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 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.

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.

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

Highways Development Control: The site is adjacent to a convenience store that already has an illuminated sign on the shop front. The proposal is unlikely to raise any highway safety issues as the sign is within the usual tolerance of luminescence. It is recommended that a condition is added to ensure that the brightness remains acceptable in perpetuity.

Ward Councillors – no comments received

Representations

The application was advertised by way of letters which were sent to units/properties near to the proposal site. 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 a retail unit that has planning permission for use as a micro pub. The advertisements therefore relate to an authorised use and the principle of consent is acceptable subject to matters of detail.

Visual Amenity

The proposed signs are considered to be high quality, of a good standard of design and appropriate illumination for their setting. The signs are considered to be acceptable in terms of their impact on visual amenity and in compliance with the SPD Advertisements and Local Plan Policies GD1 and D1. Conditions are recommended to ensure that the advertisements are displayed in accordance with the plans submitted and that illumination is limited as proposed.

Highway Safety

Reflecting the advice of the Highway Engineer, it is considered that the proposed signs do not adversely impact upon the highway and are considered acceptable from a public safety perspective and in accordance with Local Plan policy T4 – New Development and Transport Safety. It is concluded that the proposed signs would not be prejudicial to public highway safety. A condition is recommended to require that illumination is limited as proposed.

Conclusion

The proposed signs are a high quality addition and proportionate to the unit upon which they will be situated and will not have negative impacts on visual amenity or public highway safety

Recommendation

Grant subject to conditions