
2022/0112

Applicant: Mark Allen

Installation of a variety of signage including illuminated panel, free standing totem, letters on rails adverts and non-illuminated wall sign and free-standing totem (Part-Retrospective)

Central England Co-operative, Barnsley Road, Dodworth, Barnsley, S75 3RN

Site Description

The site is in relation to the Co-Operative supermarket which is located off Barnsley Road in the centre of Dodworth – with the site and the immediately surrounding area being allocated in the Local Plan as one of the Borough's Local Centres. The building is located to the East of the site, to the rear/North of nearby properties on High Street which are occupied by mixture of residential properties and various commercial uses and other services. The building is detached, rectangular in shape measuring 37m x 25m and is single storey with a hipped roof and mostly constructed out of brick. To the immediate front/West of the building is a hard surfaced car park with a bricked wall located on the Southern, South-West and Western boundary lines.

The surrounding area is mixed use, given the Central location, with an array of diverse use classes nearby including several residential properties. Immediately adjacent to the site is a grade-II listed building, currently occupied by Ninos Pizza.





Relevant Site History

2009/0463: Display of 1 no. fascia and 1 no. totem sign and vinyl window graphics in store (Retrospective; Approved)

2013/1044: Display of various non-illuminated signs to shop (Approved with conditions)

2017/0962: Display of externally illuminated fascia and totem signs (Approved with conditions)

Proposed Development

The applicant is seeking approval for the addition of 4 x signs to the various locations on the building/site. The proposed signage can be summarised as the following:

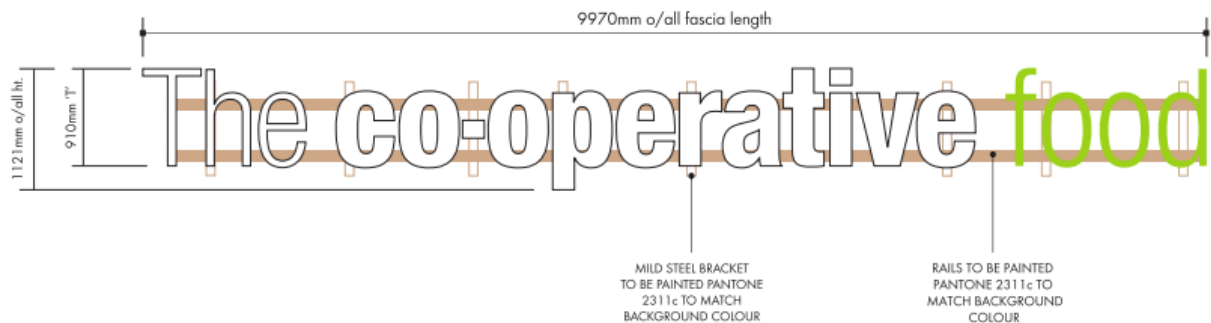
1. Internally illuminated face letters on Front/West-facing elevation of the building spelling out the words 'The co-operative food'.
2. Internally illuminated panel located on the existing canopy off the Front/West-facing elevation of the building spelling out 'Welcome to Dodworth Community Store'.
3. Non-illuminated wall sign located on the Northern-facing brick wall located to the Southern side of the site's entrance off Barnsley Road. The proposed wall sign will spell out 'The co-operative food' with opening times beneath.
4. Non-illuminated totem sign to replace existing measuring 5m in height, 2.05m in width and 0.2m in depth. The sign will spell out 'The co-operative food' horizontally, with the opening times of the supermarket beneath and the various store services to the side of the writing. The writing will be visible on both sides of the sign, which is located to the South-West corner of the site which replaces the existing sign's location. This sign has been amended from initially being internally illuminated with the agent agreeing to terminate the illumination within/from the signage.

All of the above signage has already been placed on the building/site and the application is therefore part-retrospective.

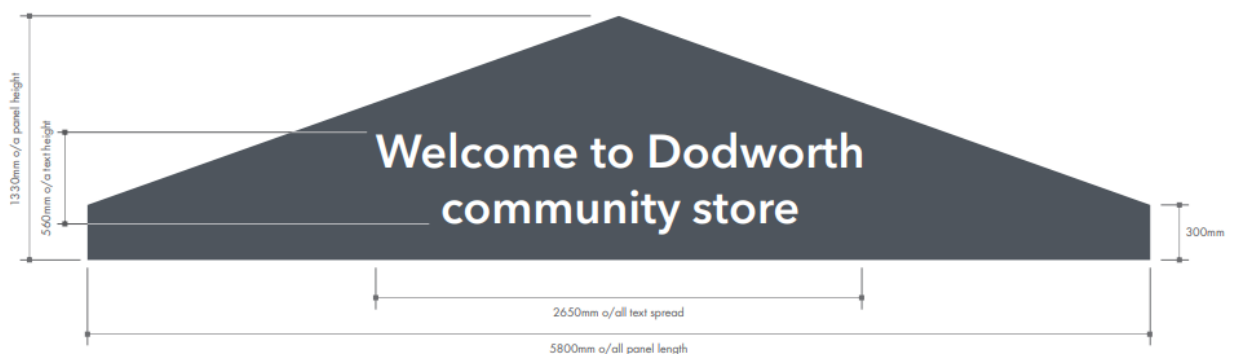
Proposed site layout plan:



Item 1:



Item 2:



Item 3:



Item 4:



Policy Context

Planning decisions should be made in accordance with the development plan unless material considerations indicate otherwise and the NPPF does not change the statutory status of the development plan as the starting point for decision making. The development plan consists of the adopted Local Plan and Joint Waste Plan. The Council has also adopted a series of Supplementary Planning Documents and Supplementary Planning Guidance Documents, which are other material considerations

Local Plan

The Local Plan (adopted January 2019), alongside the Joint Waste Plan and relevant neighbourhood plans, form the statutory development plan for Barnsley. It establishes policies and proposals for the development and use of land up to the year 2033 and will be used when considering planning applications and to coordinate investment decisions that affect the towns, villages and countryside of Barnsley. The Local Plan supersedes the remaining saved policies from the Unitary Development Plan (adopted in the year 2000) and the Core Strategy (adopted in 2011). In reference to this application, the following policies are relevant:

Policy SD1: Presumption in favour of Sustainable Development – sets out principles when considering development proposals.

Policy GD1: General Development – sets out appropriate proposals for development.

Policy D1: High quality design and place making – sets overarching design principles for the borough to ensure that development is appropriate to its context, and improves what needs improving, whilst protecting what is good about what we have.

Policy TC1: Town Centres – Support will be given to maintaining and enhancing the vitality and viability of the a hierarchy of centres (Town, District and Local) Centres in the Borough. Barnsley Town Centre is the dominant Town Centre in the Borough, The District Centres have an important role serving localised catchment and meeting more local needs and The Local Centres serve smaller catchments and development here will be expected to meet the needs of the Local Area and not adversely impact on the vitality and viability of other nearby centres.

Policy HE3: Developments affecting Historic Buildings – Proposals involving additions or alterations to listed buildings or buildings of evident historic significance such as locally listed buildings (or their setting) should seek to conserve and where appropriate enhance that building's significance. In such circumstances proposals will be expected to:

- Respect historic precedents of scale, form, massing, architectural detail and the use of appropriate materials that contribute to the special interest of a building.
- Capitalise on opportunities to better reveal the significance of a building where elements exist that detract from its special interest.

Policy T4: New Development and Highway Improvement - 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.

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 or to people.

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 4th Core Principle in 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 124 (general design considerations) and paragraph 130, which state that 'permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions'.

Consultations

Highways DC – Initially requested further information. Given that the totem will have a maximum luminance level well below the permitted limit, the proposals would not adversely impact upon the highway and are therefore considered acceptable from a highways development control perspective.

Conservation Officer (Two responses):

First Response – Overall, there are no concerns with the proposed re-fresh of the Co-op signage being within the shopping area demarcated by the boundary and generally facing away from the

adjacent Listed Building (Dodworth Old Hall). However, the existing (or previous) totem sign on the corner of the site is illuminated by downlit by lighting trays but is not internally illuminated. It's a minor point but there are some small concerns that an internally illuminated totem sign in this location could be more intrusive to the setting of the Listed Building, especially when viewed from the West on the approach to the junction. It is appreciated that the totem is pre-existing but small cumulative change can be harmful and there are concerns with unduly harming the setting of the Listed Building.

Second Response – The change the scheme to remove the illumination to the totem sign is acceptable from a Conservation Perspective.

Ward Councillors – One of the ward councillors did not raise an objection to the scheme but mentioned slight concern with potential light intrusive into neighbouring properties. Requested that the Council's Pollution Control are consulted on the proposal.

Pollution Control – No comments

Representations

Neighbour consultation letters were sent to neighbouring residents with a site notice placed nearby; no comments were received.

Assessment

Principle of development

The site is centrally located within the Local Centre of Dodworth. The proposed development is to support the existing business which has long been established in the area, without changing the character of the site/building or how it impacts the surrounding area. The proposed development is in compliance with Local Plan Policies TC3 and GD1 and is acceptable in principle.

Residential Amenity

There are nearby residential properties located on Barnsley Road (to the West) and High Street (to the South). 2 of the signs are located on the Western/Front-facing elevation of the building, and are in fairly close proximity to nearby properties on High Street. The closest of which is no. 9-11 High Street (one property) which is located around 15m South from the sign on the existing canopy of the building (Item 2). The application form states that the illuminance levels of all of the signage will be limited to 600 cd/m² which is in line with acceptable levels in urban areas and is not too dissimilar to a street light. The signage is a replacement on the existing illuminated sign and is primarily to refresh the sign with a different colour and overall design/appearance. Further, there is already a streetlight serving the car park between the replacement sign and the rear elevation of the properties on High Street. As such, the sign shown as Item 2 is considered to have a similar impact on the neighbouring properties on High Street.

Item 1 sign is on the main frontage/Western elevation of the building which faces towards Barnsley Road which contains several residential properties, however there is a significant distance to these properties. The closest of which are nos. 5-17 Barnsley Road which are located at a distance of 70m from the sign shown as Item 1. The sign located on the Wall to the Southern side of the site entrance shown as Item 3 is at a close distance to these properties on Barnsley Road but this sign is non-illuminated and the impact of this sign on residential amenity is very minimal. This is engrained into the wall and will have no overshadowing or overbearing impact on any of these properties. The totem sign located on the South-Western corner of the site is to replace the existing and the application has been amended to effectively remove the illumination from the totem sign. The residential amenity impact from the non-illuminated totem sign will be the same as the existing, or perhaps even less so given that the existing sign is illuminated. The totem sign is at a sufficient distance away from nearby properties (c 25m) on Barnsley Road to have a very limited impact on residential amenity.

Pollution Control have been consulted on the proposed development but have not commented on the development. In any case, it is considered that the most problematic element of the application in terms of residential amenity would have been the illumination of the free standing totem pole which has now been amended so that the totem pole is not illuminated. There are no specific issues which the LPA considers

needs to be raised with Pollution Control and full assessment against other parts of the proposal have been made as covered in the above paragraph.

All in all, the proposed development is largely to refresh the existing signage on the building and within the site and whilst there are residential dwellings in close proximity, the impact on them will largely be the same as it is currently. The signage has already been replaced and the LPA is dealing with this as a part-retrospective application but the application has not been received on the back of a neighbour or enforcement complaint. The proposed development is in compliance with Local Plan Policy GD1: General Development and is considered to be acceptable in terms of residential amenity.

Visual Amenity and Impact on Historic Environment

The signage is largely to replace and refresh the current signage, primarily in terms of its colour and overall design/appearance. Most pertinently, the colour scheme is being changed from a lime green to a light grey which fits into the business' national rebranding over the last few years and is arguably an improvement on the existing colour scheme. All of the signs are in locations, on both the building itself and within the site, where it would be expected to host signage and advertisements

However, there is a listed building immediately adjacent to the site, to the East – Dodworth Old Hall – which is in close proximity to the proposed replacement totem sign. The Conservation Officer was consulted on the proposal who raised concern with the fact that the totem sign was internally illuminated as this would detract from the historical importance and appearance of the building in what is a prominent and very visible corner plot off a main road/junction. Other alternatives were suggested such as trough lighting, similar to the previous totem sign, but given the application is retrospective, these alternatives were not considered appropriate. The Conservation Officer's concerns were solely in relation to the illumination of the sign and not the design of the sign itself, which is largely considered to be an improvement. As such, it was compromised that the signage of the totem sign would simply be switched off which would remove the concerns with illumination raised from a conservation perspective. The agent has confirmed that the signage has already been turned off via a switch inside the store, but the power/illumination will be terminated to the sign within the next month. A condition will be attached to any forthcoming decision notice which ensures that this is the Case.

Overall, the replacement signage is primarily to refresh the visual appearance of the building and the site in general and is largely in relation to the colour scheme and overall appearance of the signage and there are no design concerns with the development. Removing the illumination element from Item 4 sign has removed the concerns raised by the Conservation Officer on the adjacent Listed Building. The proposed development is therefore in line with Local Plan Policies D1 and HE3 and is acceptable in terms of design/visual amenity and its impact on the Historic Environment.

Highways Safety

The two signs in close proximity (Items 3 and 4) are now non-illuminated, with items 1 and 2 being at significant distances from the highway. These do face directly onto the store car park, but Highways have been consulted on the proposal and have not raised any objection given that the luminance levels will be limited to 600cd/m² which is typical of an urban area. The proposed development is not considered to be detrimental to highway safety, in compliance with Local Plan Policy T4 and is acceptable in terms of highways safety.

Conclusion

The proposed development is in relation to the Co-op supermarket on Barnsley Road, Dodworth, and refers to the replacement and addition of 4 no. signs on the building itself and within the site. The new signs will be situated on the front/west elevation of the building and on the brick wall located at the Southern side of the entrance. The replacement signs are in relation to the canopy on the front elevation of the building and the totem sign in the South-West corner of the site. All of the replacement and new signage is considered to be in keeping with the building, and is largely related to minor changes to the colour scheme and general appearance. However, there is a listed building located to the East of the site in close proximity to the totem sign and concerns were initially raised by the Conservation Officer in regard to this sign being illuminated which would detract from the importance of the nearby Listed Building. The agent agreed to remove the illumination from this element of the development which can be controlled by a planning condition.

All things considered, the proposed development is in compliance with relevant Local Plan Policies and is recommended for approval.

Recommendation

Approve subject to conditions