
Ref 2023/0283 – Advertisement Consent Application

Applicant: Miss Danielle Monden

Proposal: Display of non-illuminated shop fascia and projecting bus stop sign

Address: 23 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)

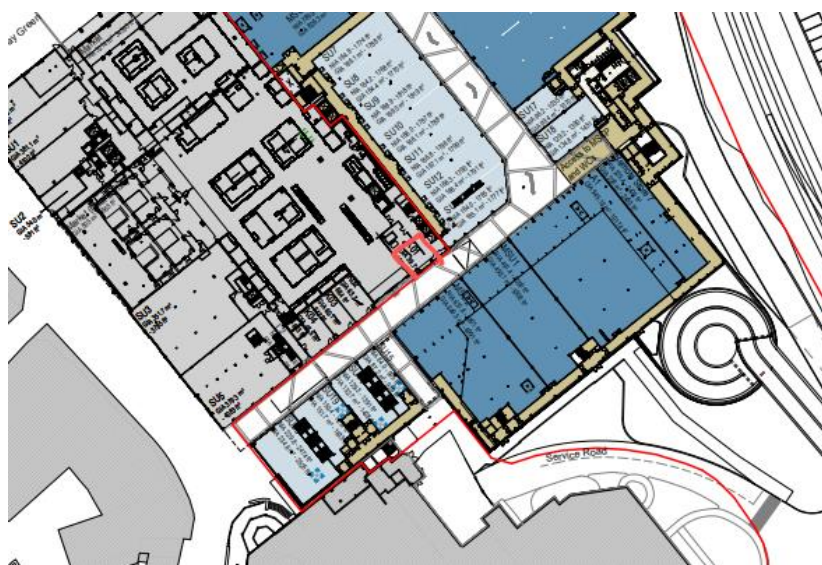
2018/1569 - Variation of condition 2 (approved plans) of planning permission 2017/0586 to enable changes to the design of the multi storey car park and its access arrangements - Mixed use development of land adjoining Barnsley Markets following demolition of part of existing market hall and multi storey 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

2019/0135 – reserved matters approved for Phase one (Met Centre Renovation) with a mix of uses including A1, A3 and A4 (retail, food and drink).

Site Description

The application relates to unit 23 on the ground floor of the Glassworks Development in the Markets District of Barnsley Town Centre. The unit fronts onto one of the arcades of the Glassworks Development

Site location marked in red in the middle of the plan



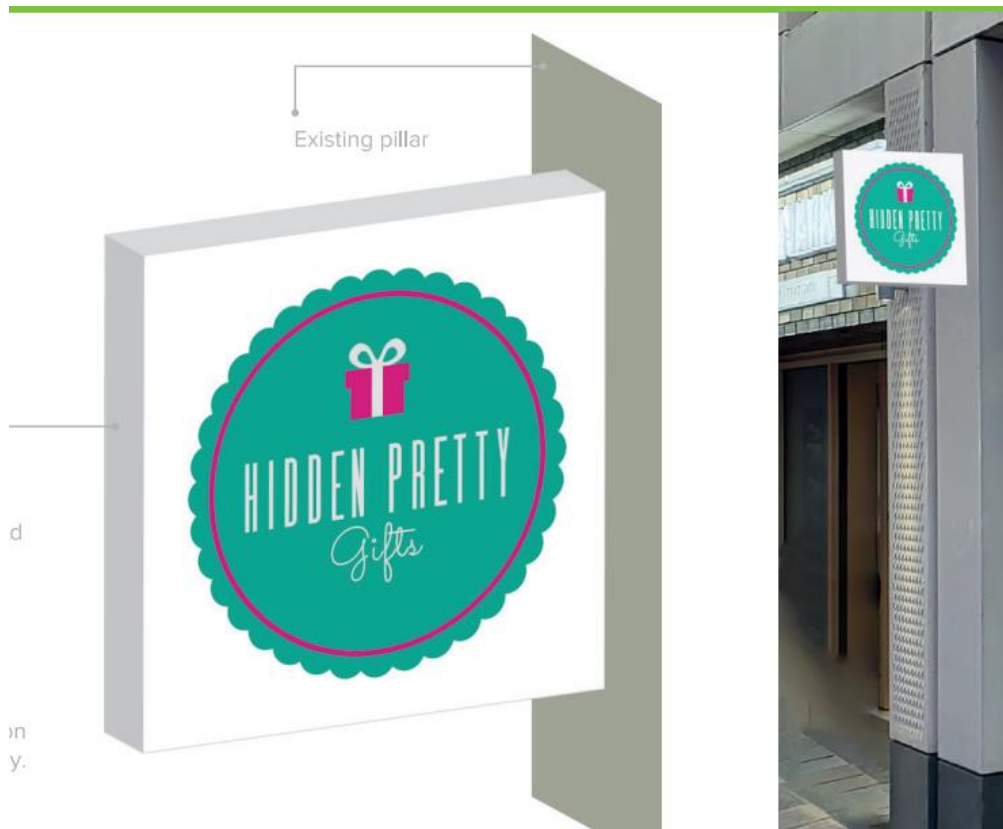
Proposed Development

The applicant seeks permission to display non illuminated fascia and projecting bus stop signs.

The application has been amended to reflect the comments of the Design Officers. In particular:

- Confirmation of the depth of projection of 60mm of the fascia letters and logos
- Confirmation that the projecting sign will be fitted flush on edge and
- Confirmation that the existing signs on the windows will be removed

Proposed signage



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 by the Council in 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.

Other planning guidance

The Glassworks shopfront design guide

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 – Based on the amended drawings and confirmation of details, I have no objections to the proposal.

Ward Councillors – no comments received

Representations

The application was advertised by way of a site notice (15 August to 6 September) and consultation letters which were sent to units/properties adjacent and 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 on a unit that was approved for retail use under the planning permissions for the Glassworks.

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 to increase the depth of the fascia and logo projections and to clarify the way that the projecting sign will be fitted and that existing temporary signs on the windows will be removed when the new signs are installed.

The amendments reflect the advice given and the proposed signs are considered to be high quality and of a good standard of design. The signs are considered to be acceptable in terms of their impact on visual amenity and reflect the requirements of the Glassworks Shopfront Design Guide, the SPD Advertisements and Local Plan Policies GD1 and D1. Conditions are recommended to ensure that the signs are displayed in accordance with the amended plans submitted and 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 and 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

Amended plans

The advertisement hereby permitted shall be displayed strictly in accordance with the plans and specifications as approved:

Site location plan

Amended fascia and projecting sign drawings 5 Dec 2023

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.

Notwithstanding the provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (or any Regulations revoking or re-enacting those Regulations with or without modification), no erection of internal or external signage applied to the building including its windows which would otherwise be permitted by Part 2 (6) (Deemed Consent for the Display of Advertisements) of the Regulations shall be carried out without the prior written consent of the Local Planning Authority.

Reason: To control the appearance of the Glassworks Building in accordance with Local Plan Policy D1 - High Quality Design and Placemaking.