
2021/1137 – Advertisement Consent Application (Retrospective)

Applicant: Mathew Crisp

Development: Provision of illuminated sign on the front façade of the building at second floor level.

Address: Second Floor – 25 Burlington Arcade, Barnsley, S70 1SZ

No objections received.

Site History

2019/0924 – Change of use of the second floor from offices (use class B1(a)) to residential (use class C3) to form 4 residential units – withdrawn

2019/0912 – Provision of new entrance door to side at ground floor level, second floor windows to rear and new rooflights – (Full – Approve with Conditions)

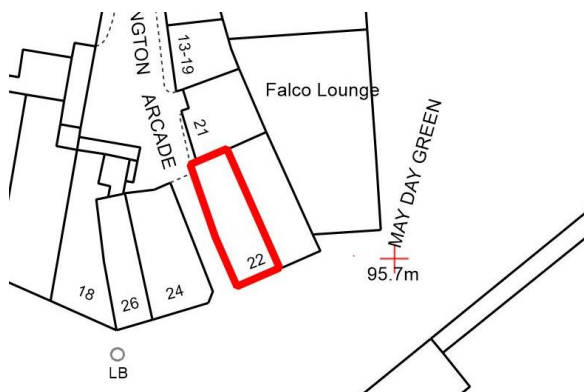
2019/1326 – Change of use of Second Floor from Offices (Use Class B1(a) to residential (Use Class C3) to form 4 residential units (Prior Notification – Not Required)

2020/1160 - Change of use of second floor into mixed office, café/bar and well being area and external cladding and tiling to building entrance. – Approve with conditions

Site Description

The application relates to a 3 storey building located off May Day Green in Barnsley Town centre. May Day Green is pedestrianised and links Eldon Street with Cheapside and Queen Street. The building has a Greggs and vacant Carphone Warehouse unit at the ground floor with the unit to which the proposal relates located at the second floor (approved under 2020/1160). There is an alley way to the West of the building which provides a pedestrian link between May Day Green and Burlington Arcade. The entrance to the first and second floors of the building are available from this alleyway as pictured below.

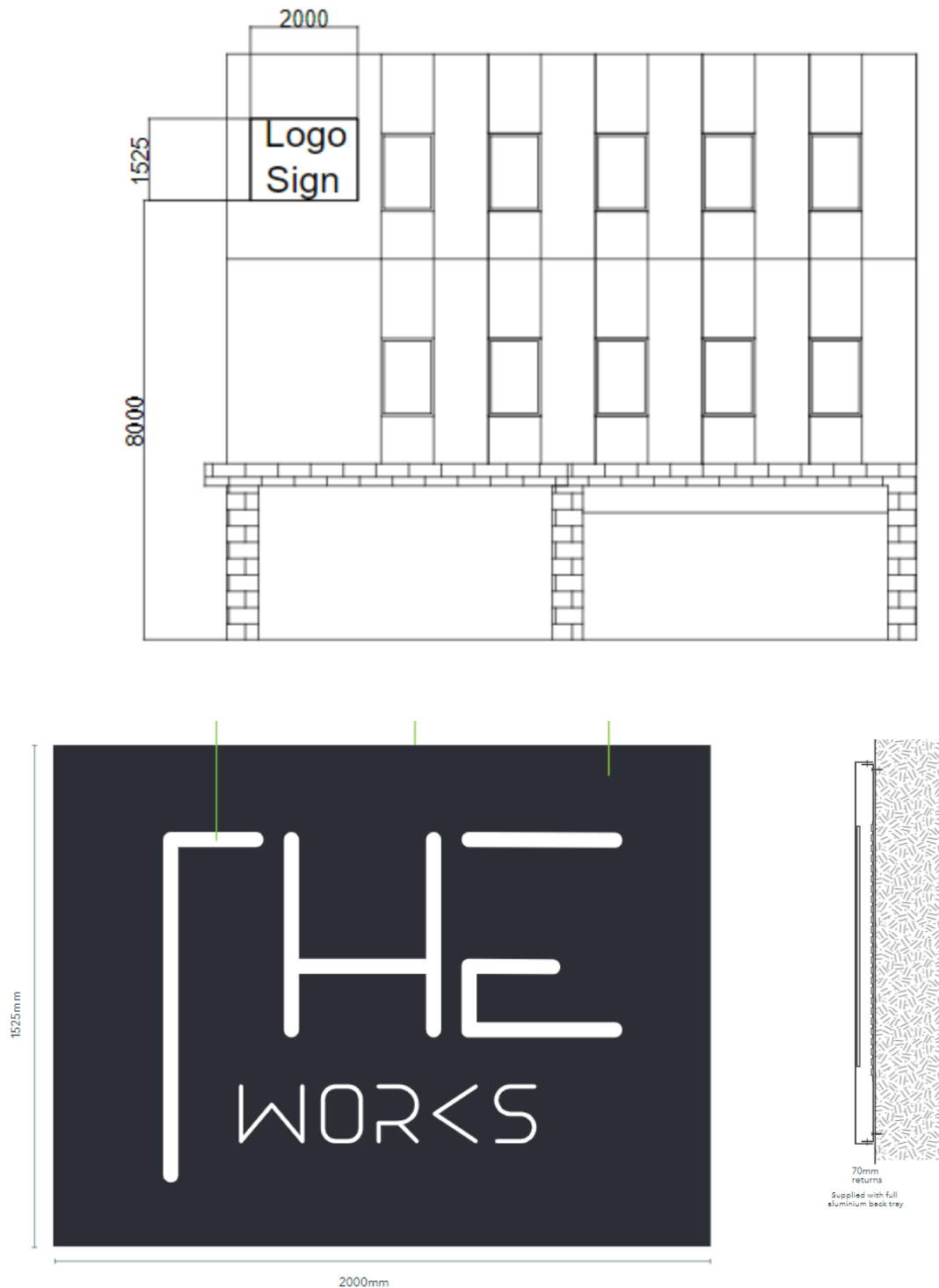
The Newly built library and restaurant are immediately adjacent to the Eastern elevation of the building and the Glassworks, containing Barnsley Market and numerous retail, leisure and eating and drinking uses is located directly opposite.



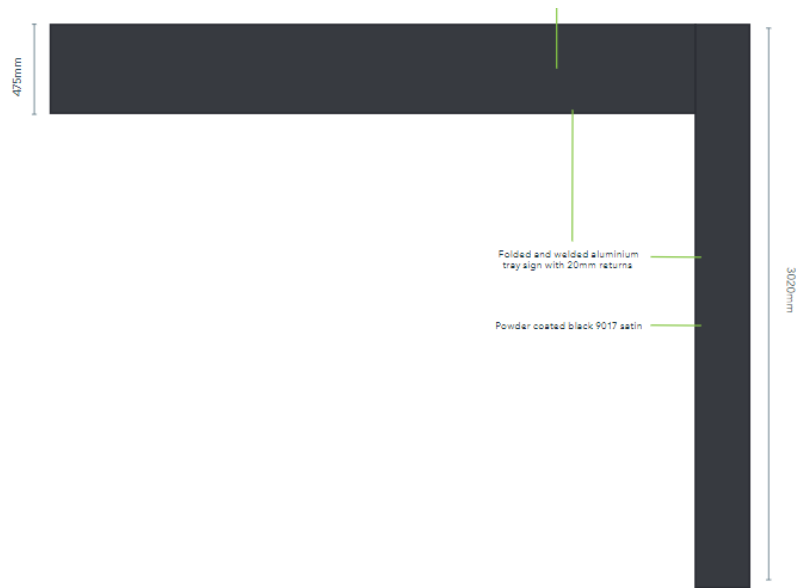
Proposed Development

The applicant seeks permission to install (retrospectively) a fascia sign at second floor level and identifiable entrance signage at the ground floor of the 25 Burlington Arcade that advertises the business use approved under 2020/1160. The fascia sign is to be illuminated and shall measure 2m in width by 1.5m in height with a depth of 70mm and is fabricated from folded aluminium coated black (RAL 9017) with cut out branded lettering. The entrance door is subject to a surround which is L-shaped and composed of the same material and colour. The signage appears as follows below:

Proposed Elevation



Door Signage



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 Core Strategy, saved Unitary Development Plan policies. The Council has also adopted a series of Supplementary Planning Documents and Supplementary Planning Guidance Notes, which are other material considerations.

Local Plan

The new Local Plan was adopted at the full Council meeting held 3rd January 2019 after it was found to be sound by the appointed Planning Inspector following the examination process. This means that it now takes on full weight for decision making process in planning law terms as the development plan for the Borough, superseding the remaining saved policies from the Unitary Development Plan (adopted in the year 2000) and the Core Strategy (adopted in 2011).

Relevant Local Plan policies include:

GD1 – General Development

D1 – High Quality Design and Place Making

TC1 – Town Centres

BTC12 – The Markets Area District

T4 – New Development and Transport Safety

SPDs

- Advertisements

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

Responses have been received from the following consultees:

Design – No objections

Representations

The application was advertised by way of a site notice and consultation letters which were sent to units/properties adjacent to the proposal site. No formal representations have been received.

Assessment

Principle of Development

The site is located within the Markets Area of the Town Centre. The advertisements relate to a mixed office and bar unit under Use Class E (formerly B1/A4) upon a structure within the primary shopping area as designated under LP Policy TC1. As the signage relate to the use of the business on site in a conforming designation, the principle of advertisement consent is deemed to be acceptable and in line with the requirements of Local Plan Policies TC1 and BTC12. Subsequently, consent will be granted where the development is found to be appropriate in scale and respectful of the character of the area. Signage should not adversely impact the amenity of local residents/occupants/businesses or undermine highway safety.

Residential Amenity

The site is located within an established commercial town centre area, with no residential properties in close proximity.

Moreover, the signs' and shopfront's illumination levels are set at a relatively low level and at a degree that does not risk unacceptable light pollution. As such, it is anticipated that there will be no detrimental effect from the new signage for local residents (as none are nearby) and it will not be prejudicial to the amenity of surrounding units in line with the requirements of the SPD Advertisements and Local Plan policies GD1 and D1.

Visual Amenity

The proposed advertisements are indicated to be of a high quality appearance and material composition which are sympathetically sized in relation to the host building. Indeed the signs are proportionate to the height and width of the glazing and elevations upon which they will be situated and are therefore likely to give rise to an image of quality, confidence and permanence.

On the basis of the above analysis, the advertisements are considered to be in line with the SPD Advertisements as well as Local Plan Policies GD1 and D1 as they are appropriate to the scale, role, function and character of the Glassworks and the surrounding area.

Highway Safety

The advertisements are to be located in a purely pedestrianised location and therefore the impact on highway safety is very low. Consequently, the signage scheme is found to be acceptable in respect of highway safety in accordance with LP Policy T4 – New Development and Transport Safety

Conclusion

The proposed signage scheme is a high quality addition to the building that is proportionate to the facade upon which it will be situated. The development and advertisements cater for a daytime and evening use that will ensure the vibrancy, vitality and viability of the town centre without incurring negative impacts to residential amenity or highway safety.

Recommendation

Grant subject to conditions