
Ref 2022/0375 – Advertisement Consent Application

Applicant: Mr Matthew Crisp

Proposal: 1 x Externally fixed illuminated fascia sign

Address: Unit R9A, The Glass Works, Barnsley, S70 1GW

This application has been made on behalf of an elected member. The delegation scheme is clear that applications by elected members may not be dealt with under delegated powers before members have had an opportunity to determine whether they wish to call in the application to Planning Regulatory Board, or to agree to delegate the decision to the Head of Planning.

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 R9A of the Glassworks Development in the Markets District of Barnsley Town Centre. The unit is one of a number on the ground floor of this building which is sited to the south east of and fronting onto the new public square. It abuts unit R9B which is occupied by Coffee Boy.



Proposed Development

The applicant seeks permission to display a single fascia sign and has amended the proposal to reflect the comments of the Conservation and Design Officers, including increasing the depth of the proposed letters and symbol and confirming that the unit will have no window bed displays and all the shopfront glazing will remain clear.

The proposed fascia sign.



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 at the full Council meeting held on 3rd 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.

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. 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 – Requested that the depth of the individual 3D letters and the symbol be increased to at least 20mm with no change in the gaps between the letters or symbol and the acrylic face/background. This would allow the lettering to read as 3D, which is encouraged by the shop front design guide for the Glass Works. Without this change the lettering would look relatively flat against the fascia sign/background. Also requested clarification that there are no window bed displays and that the glazing will remain clear, thereby allowing views into the main body of the shop.

Ward Councillors – no comments received

Representations

The application was advertised by way of a site notice (19 April to 10 May) and consultation letters (7 April to 28 April) 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 within part of a unit (R9) that was approved for café/restaurant use at ground floor under the 2019 planning permission for the Glass Works development. Subsequently informal officer advice has confirmed that since the permission also allowed for pub/drinking establishment uses the subdivision of this unit and the operation of a micro bar in unit 9A would not require a further planning permission.

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 both the Design Officer, the application has been amended to increase the depth of the lettering while retaining the gaps between the letters/symbol and the fascia, to ensure that the letters will read as 3D. This reflects the guidance in the Glass Works Shop Front Design Guide. It has also been clarified that the unit will have no window bed displays and all the shopfront glazing will remain clear.

The amendments reflect the advice given and the proposed sign is considered to be high quality, of a good standard of design and appropriate illumination for its setting. The sign is considered to be acceptable in terms of its impact on visual amenity and is in compliance with the Glassworks Shopfront Design Guide, the SPD Advertisements and Local Plan Policies GD1 and D1. Conditions are recommended to ensure that the advertisement is displayed in accordance with the amended plans submitted; and also 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.

Highway Safety

It is considered that the proposed sign does not adversely impact upon the highway and is 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 sign would not be prejudicial to public highway safety.

Conclusion

As amended, the proposed sign is a high quality addition and proportionate to the unit upon which they will be situated. The sign on this pub use 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: