

Application Reference Number:	2025/1057
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Application Type:	Advertisement
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Proposal Description:	Advertisement consent for 7 fascia signs; 1 hanging sign and associated signs and graphics.
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Location:	Co Operative Stores, High Street, Royston, Barnsley, S71 4RF
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Applicant:	Mr Jamie Agnew
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Third-party representations:	None.	Parish:	None.
		Ward:	Royston Ward

Summary:
<p>This application relates to the erection of new fascia signs; hanging signs; wall mounted signs; totem sign and graphics associated with the Co-Op supermarket. This advertisement consent application has been submitted in association with a full planning application for the subdivision of the unit and external alterations to the building (application reference: 2025/1060)</p> <p>There are no outstanding consultee objections.</p> <p>Recommendation: Advertisement Consent GRANTED subject to conditions.</p>

Site Location & Description

The application site currently consists of a single storey building which is occupied as a Co-Op supermarket, with its associated car park. The existing building is positioned on the eastern side of the site, finished in red brick with white cladding, a shallow pitched roof and parapet style eaves. A slightly lower height extension wraps around the south-western corner of the building to provide an entrance foyer for customers which can be accessed from both the front and side elevations.

The building has a mixture of fascia signs on the eastern and southern elevations, on both green and white backgrounds. There are wall mounted and hanging signs in similar colours attached to the external elevations of the building, as well as signage around the existing ATM. Banners are also attached to the building.

The vehicular access is positioned within the centre of the site and provides access onto High Street. Associated signage is positioned around the vehicular entrance, including a totem sign. There is an additional pedestrian entrance further along High Street, with a path running along the southern elevation of the shop building.

The site lies within the Royston District Centre. Immediately to the east of the application site is a small paved open space with seating and signage. Adjacent uses include a dance school, butchers and post office amongst other local shops and businesses. Residential properties are located to the west and north though are screened by the presence of the large trees/wooded area.



Relevant Planning History

Application Reference	Application Description	Status
2025/1060	Subdivision of existing supermarket to form two retail units (Use Class E) including a downsized supermarket and a separate retail unit, with associated external alterations; creation of new retail frontage; boundary treatments; rearrangement of car park and relocation of plant equipment.	PENDING CONSIDERATION
B/01/1042/RO	Installation of 24 hour ATM cash machine	GRANTED – 12/10/2001
B/00/1383/RO	Installation of new shop front	GRANTED – 11/12/2000
B/94/0319/RO	Installation of security roller shutters to front and side windows and door	GRANTED – 14/4/1994
B/84/1323/RO	Alterations to shop front	GRANTED – 9/11/1984
B/80/1176/A/RO	Erection of one trilateral four sheet unit	GRANTED – 14/8/1980
B/78/3364/RO	Formation of vehicular access to supermarket	HISTORIC DECISION, 1/3/1979
B/78/2256/RO	Extension to car parking area for supermarket	HISTORIC DECISION, 19/6/1980
B/74/1038/RO	Shopping development and car parking	HISTORIC DECISION 14/10/1974

Proposed Development

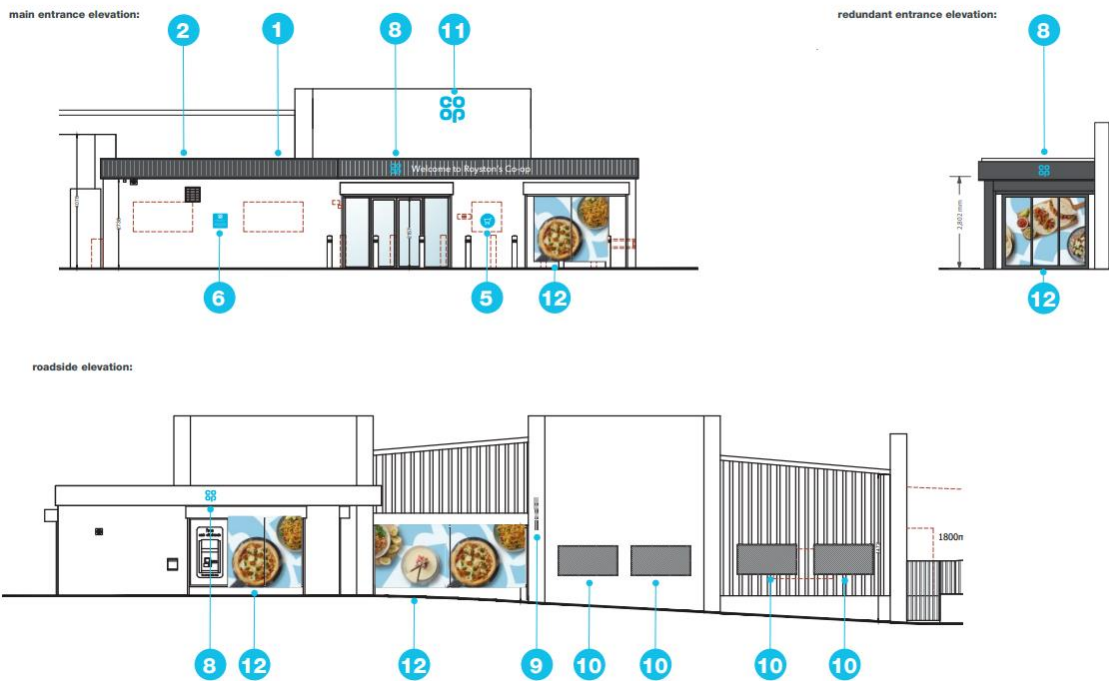
This application seeks advertisement consent for the installation of new fascia signs; hanging signs; a totem sign; wall mounted signs and graphics associated with the Co-Op supermarket only (Unit 1). The new signage replaces the existing branding colours from green to grey and blue.

The Co-Op logo is proposed on a fascia sign which wraps around the overhang of the customer entrance on both the western and southern elevations. On the western elevation the fascia sign will include additional text in white which will be internally illuminated. A separate wall mounted fascia sign is proposed on the parapet, with the Co-Op logo (also internally illuminated). Blue wall mounted signs are proposed adjacent to the Co-Op doorway.

A new totem sign is proposed in the same position as the current sign, with similar replacement branding colours as well as the logos for associated facilities (Deliveroo/InPost/amazon).

On the southern elevation, wall mounted frames are proposed in a grey colour. Graphics are to be added on the southern and western elevation windows with imagery of food. The ATM signage will remain as existing. A hanging sign is also proposed on the southern elevation consisting of the Co-Op logo with parking direction details. The hanging sign will be internally illuminated.

All illuminated signs will have a maximum illumination of 300 cd/m².



Policy Context

Allocation/Designations

The application site falls within the Royston District Centre, and within the Primary Shopping Area. The southern elevation of the existing Co-Op building is a Primary Shopping Frontage.

The Development Plan

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires proposals to be determined in accordance with the development plan unless material considerations indicate otherwise. The development plan for Barnsley consists of the Barnsley Local Plan (adopted January 2019).

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 following Local Plan policies are relevant in this case:

- Policy GD1: General Development

- Policy D1: High Quality Design and Place Making
- Policy SD1: Presumption in favour of Sustainable Development
- Policy TC1: Town Centres
- Policy TC2: Primary and Secondary Shopping Frontages
- Policy POLL1: Pollution Control and Protection
- Policy T4: New Development and Transport Safety

National Planning Policy Framework (NPPF) and the National Planning Practice Guidance

In December 2024, The Government published a revised National Planning Policy Framework ("NPPF") which is the most recent revision of the original Framework, published first in 2012 and updated a number of times, providing the overarching planning framework for England. It sets out the Government's planning policies for England and how they are expected to be applied. The NPPF must be taken into account in the preparation of local and neighbourhood plans, and is a material consideration in planning decisions. This revised document has replaced the earlier planning policy statements, planning policy guidance and various policy letters and circulars, which are now cancelled.

Central to the NPPF is a presumption in favour of sustainable development which is at the heart of the framework (paragraph 10) and plans and decisions should apply this presumption in favour of sustainable development (paragraph 11). The NPPF confirms that there are three dimensions to sustainable development: economic, social and environmental; each of these aspects are mutually dependent. The most relevant sections are:

Section 12- Achieving Well-designed Places

The National Design Guidance (2019) is a material consideration and sets out ten characteristics of well-designed places based on planning policy expectations. A written ministerial statement states that local planning authorities should take it into account when taking decisions.

Supplementary Planning Guidance

In line with the Town and Country Planning (Local Planning) (England) Regulations 2012, Barnsley has adopted twenty-eight Supplementary Planning Documents (SPDs) following the adoption of the Local Plan in January 2019. The most pertinent SPD's in this case are:

- Advertisements, May 2019
- Shop Front Designs, May 2019

The adopted SPDs should be treated as material considerations in decision making and are afforded full weight.

Consultations

Highways DC – The development will have no impact upon highway safety, no objection and no conditions required.

Local Ward Cllrs – No comments made in regard to advertisement consent.

Representations

This application has been advertised in accordance with the Development Management Procedure Order 2015, as follows:

- Neighbour notification letters sent to adjoining properties/sites, consultation period expired: 12/1/2026

No representations received in response to the above publicity.

Assessment

For the purposes of considering the balance in this application the following planning weight is referred to in this report using the following scale:

- Substantial
- Considerable
- Significant
- Moderate
- Modest
- Limited
- Little or no

Principle of Development

The site falls within Royston District Centre. Local Plan Policy TC1 states that district centres have an important role serving localised catchments and meeting more local needs. To ensure they fulfil this role and continue to complement and support the role of Barnsley Town Centre new retail and town centre development will also be directed to the District Centres.... All retail and town centre developments will be expected to be appropriate to the scale, role, function and character of the centres in which they are proposed.

Local Plan Policy TC2: Primary and Secondary Shopping Frontages states that proposals for retail will be allowed within district centres provided that ground floor uses remain predominantly retail in nature, though other uses may be acceptable where they diversify and improve the provision of the centre.

NPPF Paragraph 90 states that planning policies and decisions should support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management and adaptation.

The erection of signage is considered acceptable in principle if it would be appropriate in scale and respectful of local character. Any proposal will also be expected to demonstrate that it is not likely to result, directly or indirectly, in an increase in light or other pollution which would unacceptably affect or cause nuisance to the natural and built environment or to people.

Taking into account the above policies, the principle of new signage is acceptable, subject to the considerations below.

Visual and Adjoining Amenity

The proposed signs would be erected on the southern and western elevations of the existing supermarket building, whilst the totem sign would be sited adjacent to the car park entrance. The majority of the signage would replace existing signs, and is therefore not expected to substantially alter the appearance of the site.

The proposed colours and illumination level would not harmfully impact the character of the site or the wider District Centre. The proposed signage will reflect the updated branding of the business and is not considered to be overly bright or invasive. Together with the external alterations proposed as part of the full planning application (ref: 2025/1060) the proposed signage and graphics will enhance the appearance of the supermarket site.

Overall the position, scale and design of the proposed signage and graphics is acceptable and accords with the requirements of Local plan Policy D1: High Quality Design and Placemaking. The proposal also achieves the requirements of Local Plan Policy GD1: General Development and Local Plan Policy POLL1: Pollution Control and Protection in terms of amenity, which therefore weighs significantly in favour of the application.

Highway Safety

Illumination would be limited to the text/logo on the fascia signs; hanging sign and totem sign only, rather than all of the signage hereby proposed, with a maximum illuminance level of 300 cd/m². The signs have been positioned a sufficient distance away from the highway, thus does not directly face nearby road uses. The Highways DC Officer has reviewed the application and has no objection, with the illumination of the signage not expected to cause highway safety issues and therefore accords with Local Plan Policy T4: New Development and Transport Safety. This weighs significantly in favour of the proposal.

Planning Balance and Conclusion

For the reasons given above, and taking all other matters into consideration, the proposal constitutes acceptable development in respect of highway safety and visual amenity and would comply with national and local planning policies and guidance.

RECOMMENDATION: Advertisement Consent GRANTED subject to conditions.

Justification

STATEMENT OF COMPLIANCE WITH ARTICLE 35 OF THE TOWN AND COUNTRY DEVELOPMENT MANAGEMENT PROCEDURE ORDER 2015

It has not been necessary to make contact with the applicant to request amendments to the proposal during the consideration of the application, as it was deemed acceptable.

Due regard has been given to Article 8 and Protocol 1 of Article 1 of the European Convention for Human Rights Act 1998 when considering objections, the determination of the application and the resulting recommendation. it is considered that the recommendation will not interfere with the applicant's and/or any objector's right to respect for his private and family life, his home and his correspondence.

Conditions

1. The development hereby approved shall be carried out strictly in accordance with the plans:
Plans and Elevations, Ref: 32500PL01, 01-04-12-25
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.
2. The signs hereby permitted shall not exceed the proposed maximum illuminance levels of 300 cd/m².

Reason: In the interests of visual amenities of the locality and in accordance with Local Plan Policy D1 High Quality Design and Place Making.