2023/0057

One Stop Ltd.

Tesco Express, Carlton Road, Smithies, Barnsley, S71 1UH

Display of various illuminated and non-illuminated shop adverts including fascia signs, window vinyl's, wall mounted panel signs for shop and ATM and ATM surround (New proposals compared with 2022/1141)

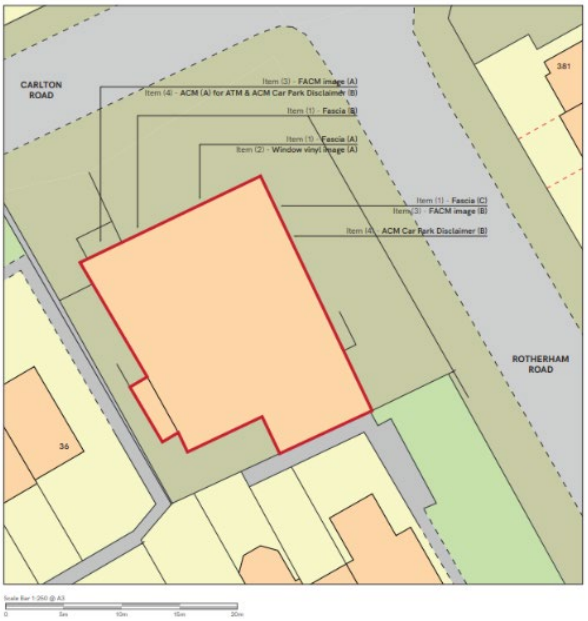
Site Description

The site on Carlton Road, Barnsley is currently used as a commercial premises, and branded as a Tesco Express store. The site is a prominent corner plot located at the junction of a crossroad connecting Carlton Road and Rotherham Road within an area that is characterised by residential dwellings; these vary in type and size, including a mixture of detached, semi-detached, and terraced dwellings, with some evidence of other commercial premises within the broader locality.

Access to the site is gained off Carlton Road where vehicular parking can be found to the North and East of the site. Upon entering the site, a mixture of illuminated and non-illuminated fascia advertisements, along with projecting, vinyl, and wall mounted advertisements can be seen displaying corporate branding compromising of a logo and brand name.

The site also partially falls within an area designated as a high-risk development area by the Coal Authority.







Planning History

The site has an extensive site history spanning back to 1975. The most recent and relevant planning applications are as follows:

- 2007/0528 - Display of externally illuminated and internally illuminated fascia signs to shop. – Approved with conditions.

- 2022/1141 - Display of various illuminated and non-illuminated shop adverts including 5 no fascia signs, 2 no projecting signs, 1no vinyl and 2no wall mounted signs. – Approved with conditions.

Proposed Development

The applicant is seeking approval for the display of various illuminated and non-illuminated shop adverts including fascia signs, window vinyl's, wall mounted panel signs, ATM and ATM surround, showing a change to corporate branding.

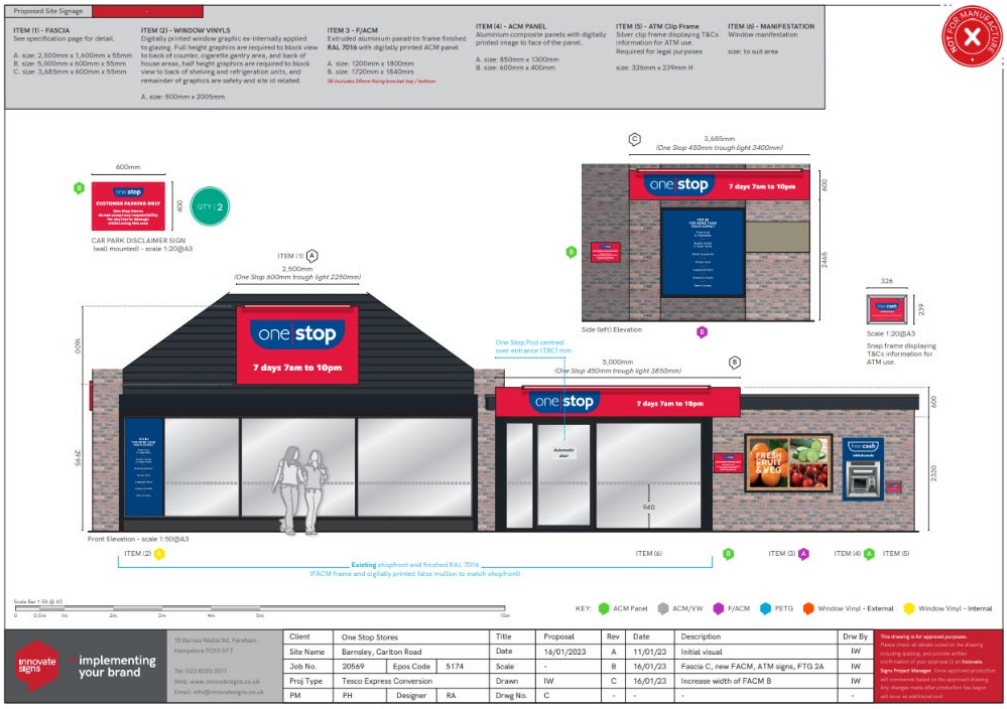
The proposed 3 No. fascia advertisements would be of a scale similar or equal to existing signage, following similar placement; located on the North and East elevations of the building above the store windows and entrance, the signage would comprise of a corporate logo and the store's opening hours, utilising acrylic, and vinyl elements in a red, blue, and white colour scheme. The proposed signage would be illuminated from above using trough lights.

The proposed 2 No. vinyl advertisements would be located on the North elevation of the building and would display the store's directory and notify customers of an automatic door; the store directory would utilise a red, blue, and white colour scheme.

The proposed 5 No. wall mounted advertisements would be located on the North and East elevations of the building, including a larger scale store directory and customer parking information on the East elevation, and ATM terms and conditions, customer parking information, and images of produce on the North elevation, again following a red, blue, and white colour scheme with the inclusion of the company logo to some signs.

The proposals also include provisions to remove an existing internally illuminated projecting sign and retain a digitally printed false mullion located on the North elevation. The replacement of an existing ATM surround is proposed; this would continue to notify customers of available services,

maintaining the scale and placement of the existing surround, whilst incorporating new corporate branding.



Policy Context

Planning decisions should be made in accordance with the current development plan policies unless material considerations indicate otherwise; the National Planning Policy Framework (NPPF) does not change the statutory status of the development plan as the starting point for decision making. The Local Plan was adopted in January 2019 and is now accompanied by seven masterplan frameworks which apply to the largest site allocations (housing, employment, and mixed-use sites). In addition, the Council has adopted a series of Supplementary Planning Documents and Neighbourhood Plans which provide supporting guidance and specific local policies which are a material consideration in the decision-making process.

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.

<u>Local Plan Allocation – Urban Fabric</u>

The site is allocated as Urban Fabric within the adopted Local Plan, which has no specific land allocation and therefore, the following policies are relevant:

- ***Policy GD1: General Development***
- ***Policy D1: High quality design and place making***
- ***Policy T4: New Development and Transport Safety***

Supplementary Planning Document: Advertisements

The aim of the system is to regulate advertisements in the interests of 'amenity' and 'public safety', assessing the issues of the impact of the advertisement on the appearance of the site or building upon which it is displayed and upon the visual character of the area, and the impact of the proposal upon the safety of pedestrians and vehicles.

National Planning Policy Framework

The NPPF sets out the Government's planning policies and how these are expected to be applied. The core of this is a presumption in favour of sustainable development. Proposals that align with the Local Plan should be approved unless material considerations indicate otherwise. In respect of this application, relevant policies include:

- ***Section 12: Achieving well designed places.***

Consultations

Highways and Councillors for the Old Town Ward were consulted; one objection was received from a councillor citing concerns regarding the potential for distraction to drivers.

Highways provided comments stating that the proposed signage would be within recommended maximum luminance levels and would not interfere with any vehicular or pedestrian sight lines or visibility any more than existing signage.

The site falls within an area designated as a high-risk development area by the Coal Authority; however, it was not necessary to consult the Coal Authority in this instance.

Representations

Neighbour notification letters were sent to surrounding properties and a site notice was utilised; no comments or objections were received.

Assessment

Principle of Development

The site falls within urban fabric and as such, the erection of the signage is deemed acceptable in principle and consent will be granted where the development is appropriate in scale, respectful of the areas character, and does not adversely impact the amenity of residents or highway safety.

Visual Amenity

The proposed advertisements would be similar in scale and appearance to existing permitted advertisements; they would be similarly placed and utilise a lesser maximum level of luminance, incorporating new corporate branding and utilising a consistent colour scheme throughout. Much of the signage would be non-illuminated, with illumination reserved for 3 no. fascia signs; provisions for the removal of existing internally illuminated projecting signage are included. Therefore, the proposals are considered sufficient to identify the premises, not giving rise to a cluttered or overly commercial appearance, nor do they detract from the design of the unit.

The proposed fascia, wall mounted, and vinyl advertisements are therefore considered to be high quality and of a good standard of design for their setting; the installation of the proposed signage is

considered acceptable and suitable for its location, in compliance with Local Plan Policies D1 and GD1.

Residential Amenity

The site is surrounded by residential dwellings with neighbouring property 92 Carlton Road opposite the site entrance and No's. 377, 379, and 381 Rotherham Road opposite the East elevation of the building; all are directly opposite the locations of the proposed illuminated fascia advertisements, however, the potential impact to these properties is likely to remain minimal given the context of passing traffic, street lighting, and that the proposed advertisements replace previously approved illuminated advertisements of a similar scale and similarly positioned.

Therefore, it is considered that the installation of the proposed signage is acceptable, suitable for its location and is compliant with Local Plan Policies GD1.

Highway Safety

Further to the comments provided by Highways, the proposed maximum level of luminance would be lower than the levels of luminance currently sustained by existing signage and approved within application 2022/1141.

Therefore, it is not considered that the proposed scale or positioning of signage would adversely affect highway safety; particularly as the proposals are not excessively illuminated and would be relatively small in scale. As such, the proposals are not considered to be overly distracting and detrimental to highway safety and are considered to comply with Local Plan Policy T4.

Recommendation

Approve with Conditions