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## Ref 2021 1070 – Advertisement Consent Application

Applicant: Miss Anna Muraszko

Proposal: Display of shop front signage including internally illuminated letters and projecting sign

Address: River Island, Units SU7-10, Kendray Street, Barnsley, S70 1DE

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### 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

### Site Description

The application relates to units 7-10 of the Glassworks Development in the Markets District of Barnsley Town Centre. The units are on the ground floor of the main Glassworks building. The units front onto an internal arcade.



### Proposed Development

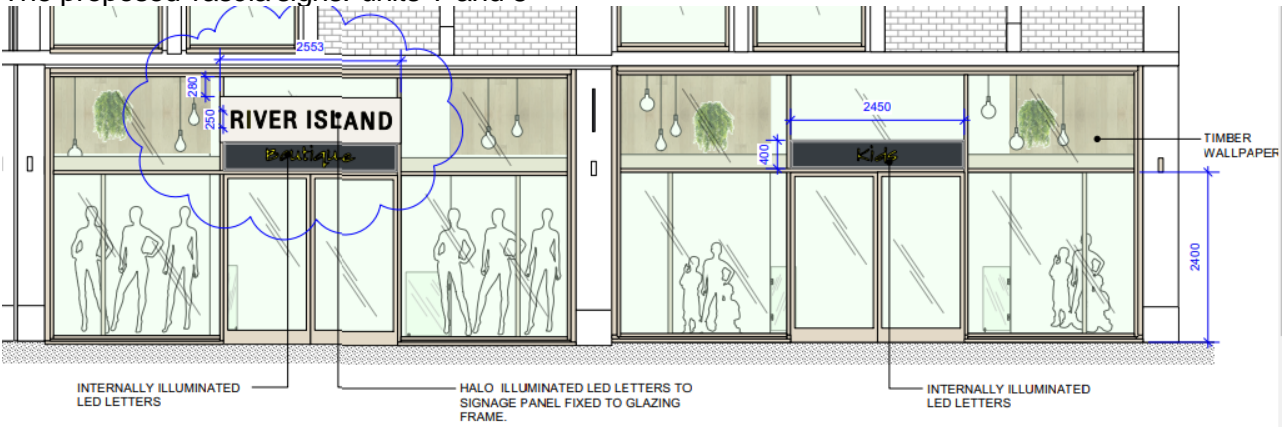
The applicant seeks permission to display four fascia signs, two projecting signs and vinyls on one of the shopfronts to screen a storage area. The proposal has been amended to reflect the advice

of the Design Officer. The fascia signs were reduced in size to allow for more transparency overall on the shopfront and the projecting signs were reduced in size and in number (from 3 to 2)

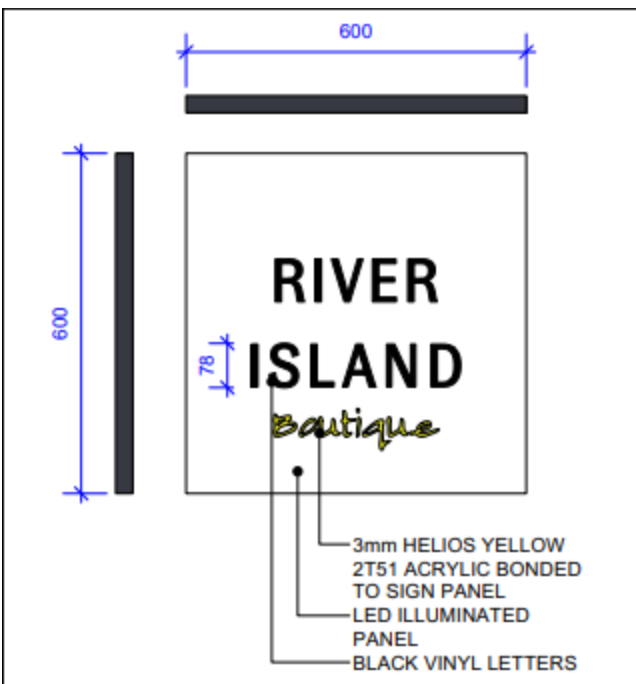
The proposed vinyls and fascia signs: units 9 and 10



The proposed fascia signs: units 7 and 8



The projecting sign, to be displayed at fascia level between units 7 & 8; and between units 9 & 10



## **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 3<sup>rd</sup> 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** – Initial comments expressed concern that the proposals did not reflect the shopfront design guide for the Glass Works which is the starting point for proposals for shopfronts and their signs for the Glass Works. Advised that the signs should be reduced in size, that the vinyls would only be acceptable because they are screening a storeroom, that the use of tiles over the high level glazing was unacceptable and that the number of projecting signs should be reduced.

Comments on revised plans – No objections.

**Markets Group Leader** – No response

**Ward Councillors** – No response.

## **Representations**

The application was advertised by way of a site notice (1 September – 22 September) and consultation letters (25 August to 16 September) 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 in a location that was approved for retail sale of goods under the 2019 planning permission for the Glass Works development. 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 as requested.

The proposed signs are considered to be high quality, of a good standard of design, acceptable in terms of its impact on visual amenity and in compliance with the Glassworks Shopfront Design Guide, the SPD Advertisements and Local Plan Policies GDA and D1. Conditions are recommended to ensure that the advertisements are displayed in accordance with the amended plans submitted. Deemed consent for any further advertisements will be removed by condition.

### Highway Safety

The proposed signs does not adversely impact upon the highway and are 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 signs would not be prejudicial to public highway safety.

### Conclusion

As amended, the proposed signs are a high quality addition and proportionate to the units upon which they will be situated. The signs relates to a retail/shop use that 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 condition