Ref 2021/1419 – Advertisement Consent Application

Applicant: Daniela Massarella

Proposal: Non-illuminated acrylic panels, fitted to shopfront glazing, above entrance doors to retail unit.

Address: 14 The Glass Works Barnsley S70 1GW

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)

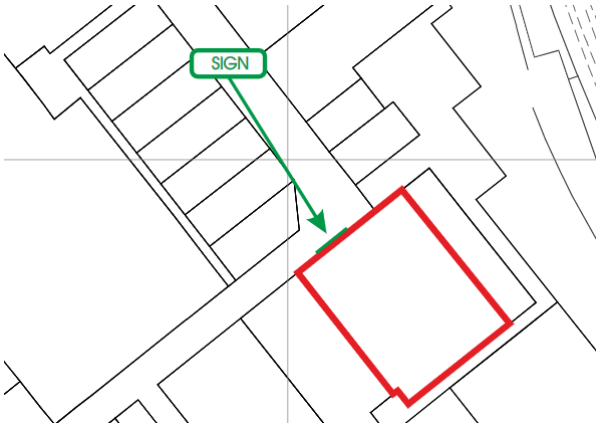
2018/1569 - Variation of condition 2 (approved plans) of planning permission 2017/0586 to enable changes to the design of the multi storey car park and its access arrangements - Mixed use development of land adjoining Barnsley Markets following demolition of part of existing market hall and multi storey 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

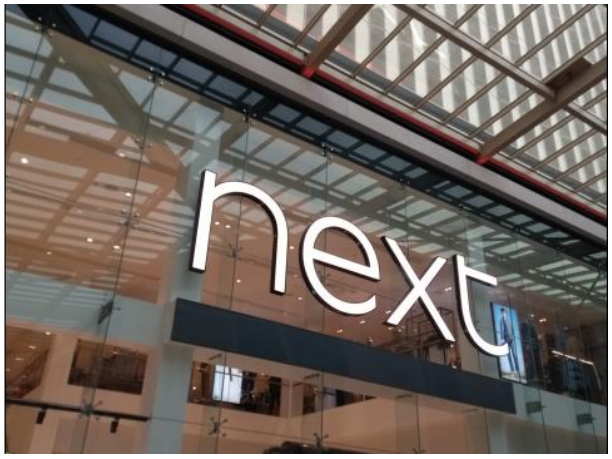
2021/0556 – consent for two illuminated signs for Next, includes a condition removing deemed consent for further signs.

2021/1232 – consent for a projecting sign for Next.

Site Description

The application relates to unit 14 of the Glassworks Development in the Markets District of Barnsley Town Centre. The unit is one of a number on the ground floor of the main Glassworks building. The unit has a frontage onto an internal arcade.



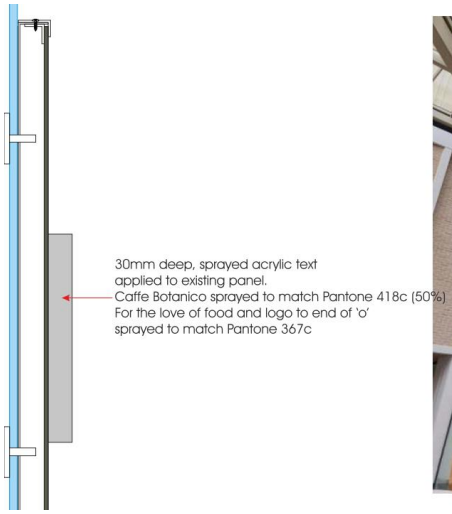


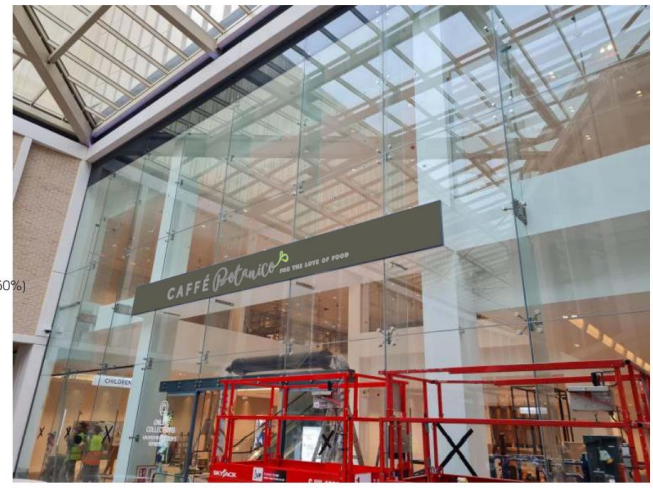
Proposed Development

The applicant seeks permission to display non illuminated acrylic panels to form a single fascia sign and has amended the proposal to reflect the comments of the Design Officer, including 30mm deep 3D lettering. The sign will be displayed externally, under the existing 'next' lettering. The external display of the sign has been proposed and justified because of the existence of a section

of shopfront steel which has been left unresolved during construction Next took the decision to cover this with externally with a gloss acrylic panel (as seen in the above photo) to match the glass panel at the top of the façade. This acrylic panel will be replaced with the proposed sign.

The proposed fascia sign and a section.





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 – 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 an alternative approach should be secured, preferably 3D lettering applied to the glass in the same way as the existing 'next' sign with the letters of sufficient depth so they read as 3D from ground level views; alternatively, if a fascia background is required and placed externally then all the lettering needs to be raised so that it reads a 3D lettering. Alternatively, a 'flat' sign could be placed behind the glazing.

Comments on revised plans (which show 3D lettering to a depth of 30mm and clarified that this applies to all the lettering) – No objections.

Ward Councillors – No response.

Representations

The application was advertised by way of a site notice (2 November – 23 November) and consultation letters (28 October to 19 November) 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 café use within Next is a concession that does not change the overall character of the retail use of Next. It is also a use that, like the retail use of Next, falls within use class E. The advertisement therefore relates 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 sign is 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. It is noted that deemed consent for any further advertisements has already been removed by condition on a previous application for signs at Next.

Highway Safety

The proposed sign 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 sign is a high quality addition and proportionate to the unit upon which it will be situated. The sign relates to a class E 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