
2025/0666

Mr Lee Purcell

Unit 1, Birk Avenue, Kendray, Barnsley, S70 3AH

Display of Internally illuminated fascia sign

Site Description

The application relates to a retail unit within the Kendray area. The site provides parking to the front and west side of the building. The building is set back from Birk Avenue by approximately 11 metres, providing the facility for the parking to the front of the building. The building is attached to Unit 2, Birk Avenue. Nine dwellings are located directly to the rear (North) of the site with access provided to the west side of the site. The surrounding area is characterised by predominantly semi-detached properties constructed from red brickwork and render. A shop and Post Office is located to the east of the site.

The site currently advertises for the current occupation of 'Poundland Local' on fascia signage.

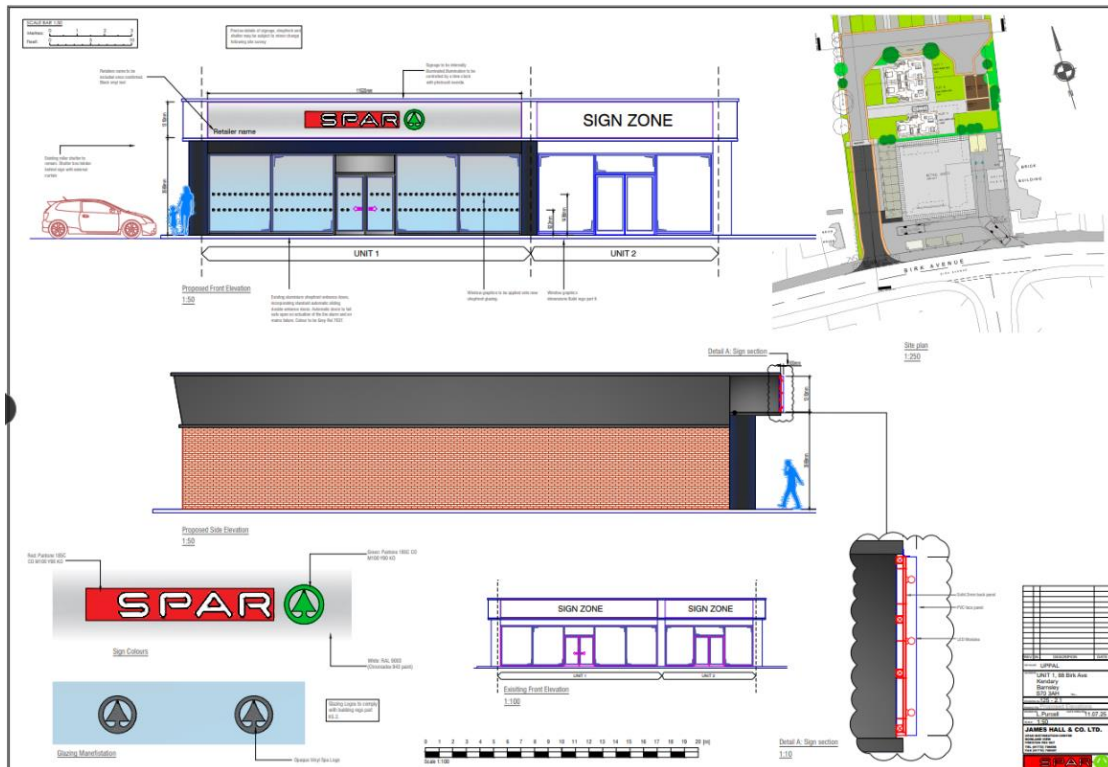


Planning History

Application Reference	Description	Decision
2014/1218	Demolition of existing building (Prior Notification).	Prior Approval - Not Required
2014/1538	Erection of a mixed use development, including Class A1 and A2 unit (Full) and erection of 9 no. residential dwellings with access (Outline).	Approve with Conditions
2015/0544	Removal of condition 13 from 2014/1538 requiring the retail building to achieve BREEAM standard of 'very good' or equivalent	Approve with Conditions
2021/0638	Replacement of existing entrance doors with an automatic sliding door	Approve with Conditions
2021/0643	New internally illuminated fascia sign	Approve with Conditions

Proposed Development

The applicant is seeking permission to replace the existing fascia with an internally illuminated fascia. The fascia would protrude approximately 100mm. The signage would be approximately 1.3 metres tall with a width of approximately 11.5 metres. The proposed fascia is proposed to be coloured white and include 'SPAR (Logo)' centrally to the front elevation. The word 'SPAR' would be coloured white within a red surround and the logo, coloured green. The signage is proposed to be illuminated to a static illuminance level of 55 cd/m². Logos are also proposed to the glass windows with two rows of 'opaque vinyl spa logos' spanning the full width of the shop frontage.



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.

Local Plan Allocation – Employment Allocation Site ES4

The site is located as Employment and is allocated as site ES4. Therefore, the following policies are relevant:

- ***Policy SD1: Presumption in favour of Sustainable Development.***
- ***Policy D1: High quality design and place making.***
- ***Policy GD1: General Development.***
- ***Policy POLL1: Pollution Control and Protection.***
- ***Policy T4: New Development and Transport Safety.***

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 sections include:

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

Supplementary Planning Document(s)

- ***Advertisements.***

Consultations

Local Ward Councillors – No response.
Highways DC – No Objection.
Pollution Control – No Objection.

Representations

Notification was sent out to neighbouring properties. A site notice was placed nearby, expiring 3rd September 2025. No representations were received.

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 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.

Visual Amenity

The proposed fascia would be replicant in size to the existing fascia and the proposed projection of 100mm is minimal and not impactful on the visual amenity of the building. The colour scheme of white would be preferred to the existing as this provides a more appropriate theme and is more in keeping with render details on surrounding properties. The 'SPAR' and logo signage is considered subtle and clearly advertises the shop. Furthermore, the use of static illuminance is considered appropriate and at an illuminance level of 55 cd/m² is also subtle. The logo vinyls on the glazing is insignificant to the visual amenity of the building.

It is therefore considered that the proposal is acceptable in terms of visual amenity and in compliance with Local Plan policy D1: High Quality Design and Place Making and as such carries considerable weight in favour of the application.

Residential Amenity

The fascia signage provides luminance levels of 55 cd/m². Given the illumination is internal and static, the illumination is considered to be moderate. The illuminance level of 55cd/m² is considered acceptable given an illuminance level of 300 cd/m² is permitted under the Professional Lighting Guide 05 (Institute of Lighting Professionals, 2014). Furthermore, the proposed fascia would be positioned approximately 25 metres from the nearest facing residential property. Impacts to neighbours are therefore considered to be minimal.

It is therefore considered that the proposal would not result in a significant increase in overshadowing, reduced levels of outlook or increased levels of illuminance pollution to a detrimental level and is in compliance with Local Plan Policy GD1 General Development. This carries considerable weight in favour of the application.

Highway Safety

The advertisement raises no concerns from highways given the proposed fascia signage would not obstruct vehicular or pedestrian sight lines. The low luminance level also does not constitute any undue distraction to road users.

As such the proposal is considered acceptable in terms of its impact on highway safety and in compliance with Local Plan Policy T4 New Development and Transport Safety. This carries significant weight in favour of the application.

Planning Balance and Conclusion

For the reasons given above, and taking all other matters into consideration, the proposal complies with the relevant plan policies and planning permission should be granted subject to necessary

conditions. Under the provisions of the NPPF, the application is considered to be a sustainable form of development and is therefore recommended for approval.

RECOMMENDATION: Approve 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:

Proposed Elevations DwgNo:125 – 2.1

and specifications as approved unless required by any other conditions in this permission.

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 signage hereby permitted shall not exceed the proposed maximum static illuminance levels of 55 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.

Informatives

- 1) The granting of planning permission does not in any way infer that consent of the landowner is given. Therefore, the consent of all relevant landowners is required before proceeding with any development, including that of the Council as landowner.

If it should transpire that the applicant does not own any of the land included in this consent, then it is the responsibility of the applicant to seek all necessary consents and approvals of the landowner.