2022/1141

Mr Andy Horwood

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

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

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Site Description

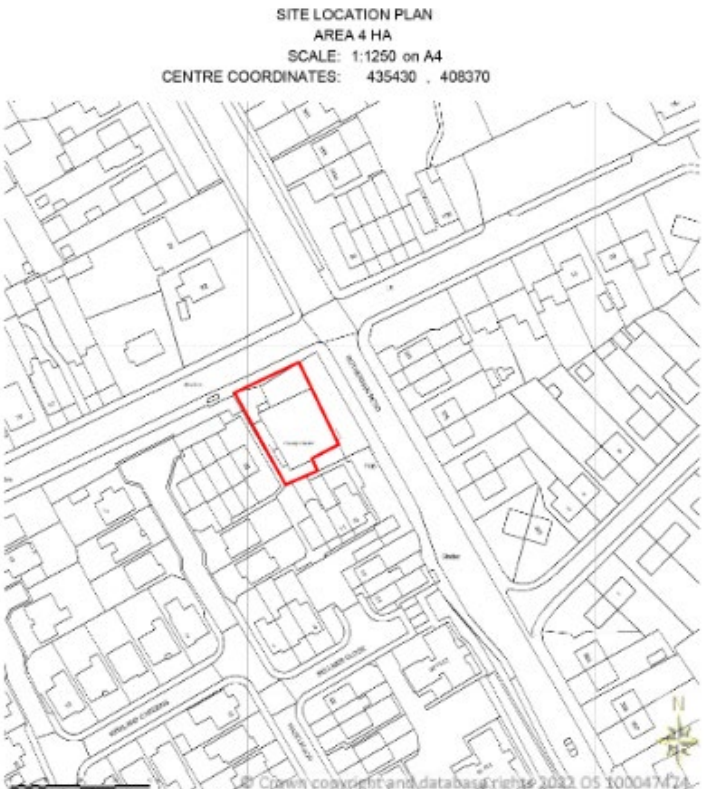
The site on Carlton Road, Barnsley is currently used as a commercial premises as a Tesco express store. The site is a corner plot located at the junction of a crossroads connecting Carlton Road and Rotherham Road.

The immediate area around the site consists predominantly of residential dwellings. These vary in type and size, consisting of a mixture of detached, semi-detached, and terraced dwellings. There is some evidence of other commercial premises within the area, however, this is minimal and tend to be further from the site.

Access to the Tesco Express site is gained off Carlton Road where a car park can be found across the North and along the 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.

When visiting the site, the proposed works appeared to have already been completed.

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 applications are as follows:

2005/1679 - Erection of single-storey front and rear extensions, external alterations, and installation of new roller shutters. – Approve with Conditions.

2006/0215 - Display of 2 illuminated single sided free standing display units to shop. – Refuse.

2006/0748 - Display of illuminated fascia and projecting signage to store. – Approve with Conditions.

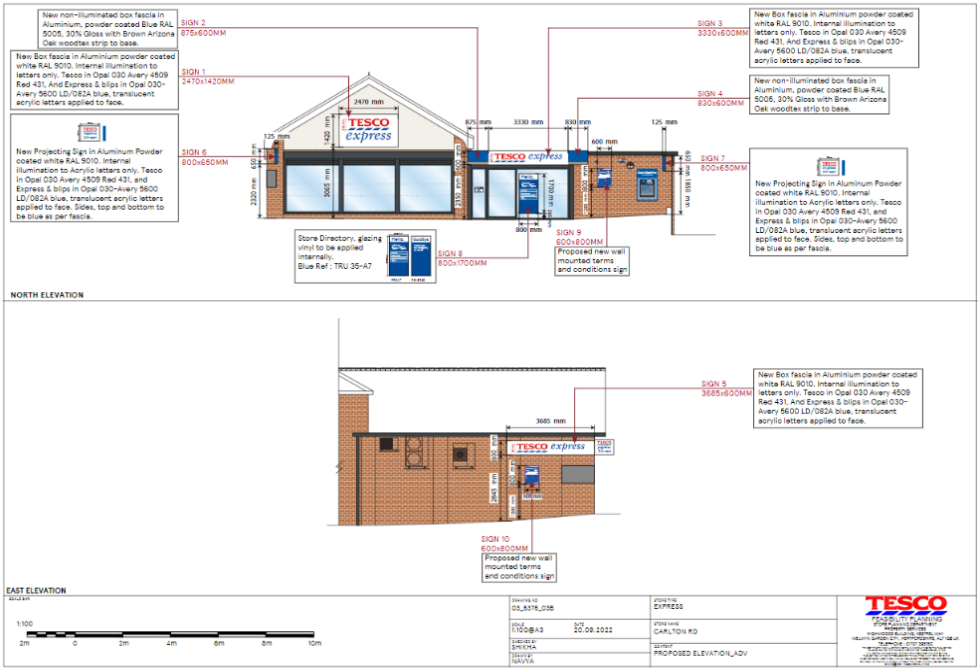
2006/1034 - Display of 1 single sided free-standing advertisement (re-submission). – Refuse.

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

Proposed Development

Existing Elevations:

Proposed Elevations:



The applicant is seeking approval for 5 No. fascia advertisements, 2 No. projecting advertisements, 1 No. vinyl advertisement, and 2 No. wall mounted advertisements. The proposals show a mixture of various illuminated and non-illuminated advertisements would be utilised.

The application appears to show proposals that continue to utilise and reflect a consistent approach to the corporate branding.

The 2 No. projecting advertisements would be of a scale similar or equal to the advertisements that were present prior to the changes. They would compromise of a logo and brand name and would be internally illuminated. The internal illumination would apply to the acrylic lettering only. The projecting advertisements would be located at either side of the North elevation.

The remaining 3 No. fascia advertisements would be larger in scale; however, they would still be of a scale similar or equal to the advertisements that were present prior to the changes. 1 No. fascia advertisement would be located on the East elevation adjacent to Rotherham Road. This would compromise of a logo and brand name. 1 No. fascia advertisement would be located on the North elevation above the store entrance and would compromise of a logo and brand name. Previously, this sign advertised the store's opening hours. The final 1 No. fascia advertisement would be located on the North elevation above the store windows and again, would compromise of a logo and brand name. These advertisements would be internally illuminated. The internal illumination would apply the acrylic lettering only.

The 1 No. vinyl advertisement would be located on the North elevation of the store and would be applied internally to the glazing of the store entrance. This would compromise of corporate messaging that welcomes customers and displays the stores opening hours.

The 2 No. wall mounted advertisements would be located on the North and East elevations of the store. They would compromise of corporate messaging setting out their terms and conditions.

All proposed advertisements would utilise a consisted colour scheme of red, white, and blue that would reflect the corporate branding of Tesco.

Policy Context

Planning decisions should be made in accordance with the current development plan policies unless material considerations indicate otherwise. The recently revised National Planning Policy Framework (NPPF) does not change the statutory status of the development plan as the starting point for decision making.

Local Plan Allocation – Urban Fabric

The Barnsley Local Plan (BLP) was adopted at the full Council meeting held 3rd January 2019. In addition, the Local Authority (LPA) has adopted a series of Supplementary Planning Documents (SPD), and Neighbourhood Plans which provide supporting guidance and specific local policies and are a material consideration in the decision-making process. In reference to this application, the following policies are relevant:

Policy GD1: General Development – Policy GD1 states that proposals for development will be approved where there will be no significant adverse effect on the living conditions and residential amenity of existing and future residents. Development will be expected to be compatible with neighbouring land and will not significantly prejudice the current or future use of neighbouring land. Policy GD1 below will be applied to all development.

Policy D1: High quality design and place making – Policy D1 States that development is expected to be of high-quality design and will be expected to respect, take advantage of, and reinforce the distinctive, local character and features of Barnsley.

Policy T4: New Development and Transport Safety – Policy T4 states that new development will be expected to be designed and built to provide all transport users within and surrounding the development with safe, secure, and convenient access and movement.

Supplementary Planning Document: Advertisements

The aim of the system is to regulate advertisements in the interests of 'amenity' and 'public safety'. The main issues in determining an application will, therefore, usually be:

- 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 - The Government attaches great importance to the design of the built environment. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities. It is important to plan positively for the inclusion of high-quality design for all developments, including individual buildings, public and private spaces, and wider area development schemes.

Within section 12, paragraph 134 states that *"development that is not well designed should be refused, especially where it fails to reflect local design policies and government guidance on design, taking into account any local design guidance and supplementary planning documents such as design guides and codes"*.

Furthermore, paragraph 136 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 accounts of cumulative impacts.

Consultations

Highways and Councillors for the Old Town Ward were consulted.

Highways provided comments stating that they acknowledged the proposed signage scheme was already in place and that the signs do not interfere with any vehicular or pedestrian sight lines/visibility, adding that the proposed maximum luminance levels of 350cd/m² are well within the recommended maximum levels. Highways, therefore, consider the proposals to be acceptable.

No responses were received from the Old Town Ward Councillors.

Whilst the site falls within an area designated as a high-risk development area by the Coal Authority, it was not necessary on this occasion to consult the Coal Authority.

Representations

Neighbour notification letters were sent to surrounding properties, 2 representations were received, however, these did not object to the proposals and only sought clarification regarding the works already being carried out.

A site notice was also utilised.

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 local residents or highway safety.

Visual Amenity

The proposed advertisements which are similar to the existing permitted advertisements are considered to be sufficient to identify the premises, they do not give rise to a cluttered or overly commercial appearance, nor do they detract from the design of the unit. The proposed fascia, projecting, wall mounted, and vinyl advertisements are therefore considered to be high quality and of a good standard of design for their setting. It is therefore considered that the installation of the proposed signage is acceptable, suitable for its location and is considered to be in line with Local Plan Policies GD1 and D1.

Residential Amenity

The site is surrounded by residential dwellings. Neighbouring property 92 Carlton Road, which is opposite the North elevation of the store and neighbouring properties 377, 379, and 381 Rotherham Road, which are opposite the East elevation of the store are all directly opposite the locations of the proposed internally illuminated fascia advertisements. However, the impact to these dwellings is likely to be minimal given the context of passing traffic, street lighting, and that the proposed advertisements replace previously illuminated advertisements of a similar scale and in a similar positioning. It is therefore considered that the installation of the proposed signage is acceptable, suitable for its location and is considered to be in line with Local Plan Policies GD1.

Highway Safety

Highways provided comments stating that they acknowledged the proposed signage scheme was already in place and that the signs do not interfere with any vehicular or pedestrian sight lines/visibility, adding that the proposed maximum luminance levels of 350cd/m² are well within the recommended maximum levels. Highways, therefore, consider the proposals to be acceptable.

Therefore, it is not considered that the proposed scale or positioning of signs would adversely affect highway safety; particularly as the proposals are not excessively illuminated advertisements that are relatively small in scale. The proposals are therefore considered to comply with Local Plan Policy T4.

Recommendation

Approve with Conditions