
Ref 2022/0687 – Advertisement Consent Application

Applicant: Mr Alan Heathcote

Proposal: Internally illuminated hanging and projecting signs set within unit frontage and privacy vinyl's applied to first floor windows

Address: Community Diagnostic Centre, 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

2019/0135 – reserved matters approved for Phase one (Met Centre Renovation) with a mix of uses including A1, A3 and A4 (retail, food and drink).

2021/1652 – permission granted for change of use of ground and first floor units to use for provision of medical or health services

Site Description

The application relates to units SU15 (ground floor) and SU14 and 19 (first floor) of the Glassworks Development in the Markets District of Barnsley Town Centre. The units are within the Glassworks Development with frontages onto one of the arcades and well away from any public highway.

Site location

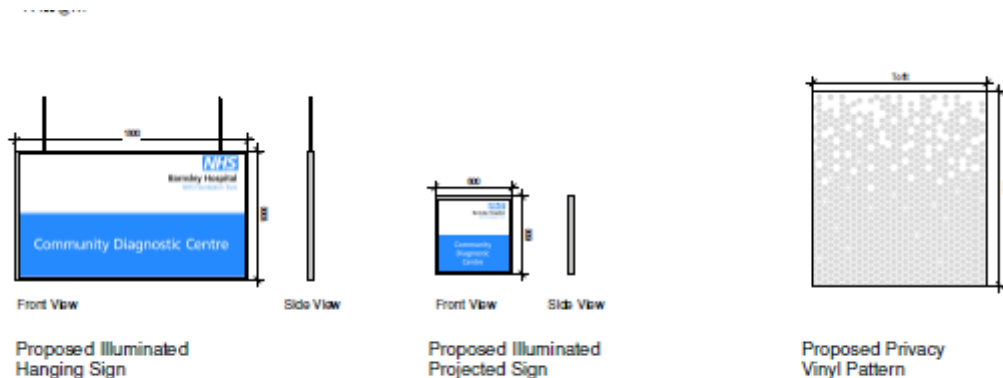


Proposed Development

The applicant seeks permission to display internally illuminated hanging and projecting signs and vinyls and has amended the proposal to reflect the comments of the Design Officers. In particular:

- The vinyl has been amended to maximise the amount of clear glass (and therefore transparency)
- The privacy vinyl has been removed from the ground floor unit
- The projecting sign now sits flush with the wall per other projecting signs around the development and has been moved to avoid a clash with an existing CCTV camera.

The proposed signage:



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.

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.

Other planning guidance

The Glassworks shopfront design guide

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 – I am fine with the hanging and projecting signs provided the projecting sign is fitted flush to the pillar and not with a connecting 'arm'. I note that the latter may have to be moved as it appears to conflict with an existing CCTV camera. Seeks clarification and amendments to the vinyl to secure transparency, an overriding theme of the Glass works shopfronts design guide

- Comments on amended plans – I am fine with the revised plans and have no remaining objections

Ward Councillors – no comments received

Representations

The application was advertised by way of a site notice (12 July to 2 August) and consultation letters 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 located within units that were approved for medical/health use under the 2021 planning permission specific to these units.

The advertisements therefore relate to an authorised use and the principle of consent is acceptable subject to matters of detail.

Visual Amenity

The internally hung and internally illuminated hanging sign is acceptable. Following adverse comments from the Design Officer, the application has been amended to move the location of the internally illuminated projecting sign which would otherwise have conflicted with an existing CCTV camera and to redesign the method of fixing such that it is fitted flush to the pillar. Both signs are proposed to have illumination of 600cd/m²

Amendments have also been secured to the proposed privacy vinyl, including changes to the size and method of application and to the location of the vinyl, reflecting the Design Officers comments seeking to agree a compromise whereby some degree of privacy is provided given the sensitive nature of the use. It has been concluded that as amended, this is an acceptable compromise between the transparency requirements of the shop front design guide and the specialist use of this unit.

The amendments reflect the advice given and the proposed signs and vinyl are considered to be high quality, of a good standard of design and the signs have an appropriate illumination for their setting. The signs and vinyl are considered to be acceptable in terms of their impact on visual amenity and reflect an appropriate compromise to the requirements of the Glassworks Shopfront Design Guide, the SPD Advertisements and Local Plan Policies GD1 and D1. Conditions are recommended to ensure that the advertisements and vinyl are displayed in accordance with the amended plans submitted; to limit the illumination to that specified on the application form; and also to remove deemed consent for any further advertisements – this will ensure that any further advertisements remain under the control of the Local Planning Authority, in the interests of the continued satisfactory appearance of the property.

Conclusion

As amended, the proposed signs and vinyl are a high quality addition and proportionate to the unit upon which they will be situated. The signs 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 conditions