
2022/0779 Advertisement Consent Application

Applicant: Mr Guy Lightowler

Proposal: Illuminated fascia and projecting signs

Address: 44 Cheapside, Barnsley, S70 1RU

Planning History

2013/0493 – illuminated fascia and projecting signs approved.

Site Description

The application relates to 44 Cheapside in the Markets District of Barnsley Town Centre.

Existing shopfront elevation



Proposed Development

The applicant seeks permission to display new fascia and projecting signs on the shopfront.

The application appears to reflect a change in the corporate approach to signage, including changing the font to wholly upper case, extending the use of the existing grey/white as the background colour of both signs and introducing a new black colour for the lettering.

Cheapside elevation as proposed.



Policy Context

Decisions on applications for advertisement consent are not determined under the S38/6 presumption in favour of the development plan in the way that planning applications are. However, development plan policies are a material consideration, and will inform consideration of the two principal issues of public safety and amenity on the advertisement consent application.

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

Highways Development Control: The proposed signage scheme looks to be in essence a renewal of the existing signage. From a highways point of view there are no objections to the size, siting, projection, height or luminance of the proposed signage. As such, the proposals are considered acceptable from a highways development control perspective.

Ward Councillors – No response.

Representations

The application was advertised by way of a site notice (2-23 August) and consultation letters (29 July to 19 August) 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 a unit that appears to have had a long-standing retail use. The advertisements therefore appear to relate to an authorised use and the principle of consent is acceptable subject to matters of detail.

Visual Amenity

The proposed signs, which are very similar to the existing permitted signs, are considered to be high quality, of a good standard of design and appropriate illumination for their setting. The signs are considered to be acceptable in terms of their impact on visual amenity and are in compliance with the SPD Advertisements and Local Plan Policies GD1 and D1. A condition is recommended to ensure that the advertisements are displayed in accordance with the plans submitted in the interests of the continued satisfactory appearance of the property.

Highway Safety

The Highways Officer has advised that the proposed signs are considered acceptable from a highways development control perspective. It is considered that the proposed signs do 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 unit upon which they will be situated. The signs on this unit 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