

2022/1320

Cardtronics UK Ltd, trading as Cashzone

Fresh Shop, 55 Peel Street, Barnsley, S70 2RL

Illuminated ATM surround advertisement (Retrospective)

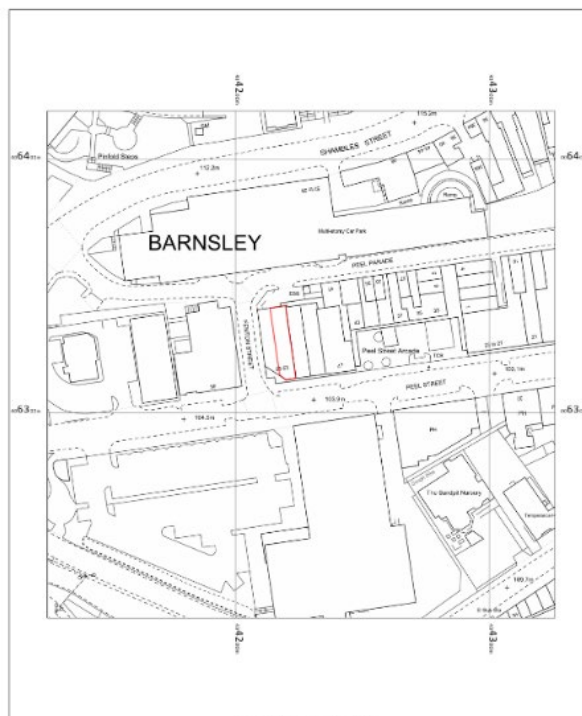
Site Description

The application site is Fresh Shop, 55 Peel Street, Barnsley and is sited within a building line that forms a secondary frontage in a primary shopping area within the Town Centre.

The site is located close to the junction of Peel Street with Fenton Street, with a multi-storey car park located to the North, Peel Street Arcade to the East, supermarkets to the South, and a Job Centre to the West. Generally, the area consists of commercial, and retail uses with other complimentary uses such as restaurants and cafes, fast food outlets and takeaways, and public houses and bars.

55 Peel Street is set back from the highway with on-street parking provisions to the front of the property and access to the rear gained along Fenton Street and onto Peel Parade to the North of the site.

There is an existing ATM located to the left of the entrance and within the existing glazed frontage of 55 Peel Street.



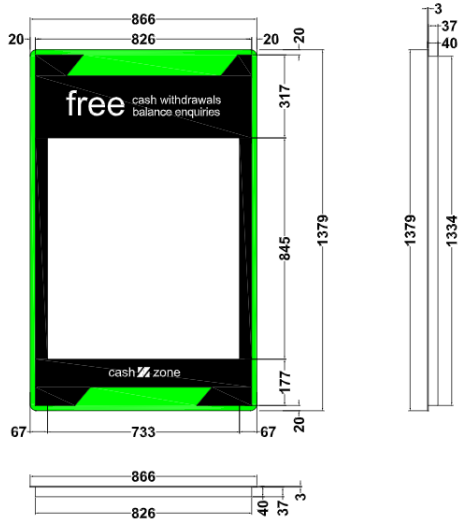
FRESH SHOP
55 PEEL STREET
BARNSELY
S70 2RL
E025485

OS Transforms: 03012002 (2020) (Friday, December 21, 2022)
© 015 01076170 maps@blackwell.co.uk
1:2500 scale print at A4, Centre: 681228.8, 628312.1
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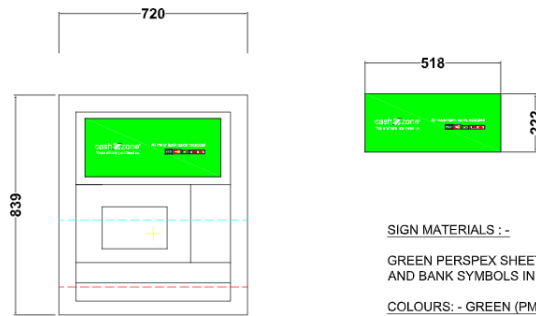




TECHNICAL INFORMATION:

- CONSTRUCTED USING DI-BOND
- BLACK AND GREEN - PMS 369

PLANNING ATM SIGNS	REF: 060/ADN/ATM SIGNS WITH ILLUMINATED SIGNPOST/12 SIGN	REV: 01	drawing approval		
	DATE: 01/12/2022	BY: [Signature]	DATE:	APPROVED:	
	PROJECT: [Signature]	BY: [Signature]	DATE:	EDDED:	



SIGN MATERIALS :-

GREEN PERSPEX SHEET WITH WHITE LETTERING AND BANK SYMBOLS IN VARIOUS COLOURS

COLOURS: - GREEN (PMS369)

METHOD OF ILLUMINATION :-

- ROWS OF LED LIGHTS BEHIND THE TEXT
- WHITE LETTERING IS TRANSLUCENT
- STATIC ILLUMINATION
- INTERNAL ILLUMINATION
- APPROX > 60 LUX @ 1.0 METRE AND WITH AMBIENT LIGHTING > 80 LUX



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	DATE: 01/12/2022	BY: [Signature]	DATE:	APPROVED:	
	PROJECT: [Signature]	BY: [Signature]	DATE:	EDDED:	

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.

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 – Town Centre District 2

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.

Policy POLL1: Pollution Control and Protection – Policy POLL1 states that development will be expected to demonstrate that it is not likely to result directly or indirectly in an increase in air, surface water, and groundwater, noise, smell, dust, vibration, light or other pollution which would unacceptably affect or cause a nuisance to the natural and built environment.

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

Councillors covering the Central Ward were consulted, however, no comments or objections were received.

Representations

A site notice was posted adjacent to the site and neighbour notification letters were sent to surrounding properties; no objections or comments were received.

Assessment

Principle of Development

The site falls within Urban Barnsley in Town Centre District 2 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 character of the area and visual amenities and does not adversely impact the amenity of local residents or highway safety.

Visual Amenity

The proposed ATM advertisements consisting of illuminated and non-illuminated elements are considered to be sufficient to identify the ATM, they do not give rise to a cluttered or overly commercial appearance, nor do they detract from the design of the unit.

The proposed internally illuminated advertisement and subsequent non-illuminated surround are therefore considered to be high quality and of a good standard of design with appropriate proposed illumination 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

It is anticipated that there will be no detrimental effect from the new signage for local residents and it will not be prejudicial to the amenity of surrounding units in line with the requirements of the SPD Advertisements and Local Plan policies GD1 and D1.

Highway Safety

Highways were not consulted on this application; however, they were consulted on the subsequent planning application for the installation of the ATM (2022/1303), as such, their comments are also considered relevant to this application.

Highways stated that the proposals would have no highways implications and therefore, they would offer no objections.

Therefore, the proposals are not considered to be of a scale or positioned in a way that would adversely affect highway safety. The scale and level of illumination is not considered to be detrimental to the safety of passing traffic in the context of surrounding commercial premises and street lighting and is therefore considered to comply with Local Plan Policy T4.

Recommendation

Approve with Conditions