
2024/0667

24 May Day Green, Barnsley, S70 1SH

Installation of replacement aluminium fascia panels with illuminated letters, and illuminated projecting sign.

Site Description

The application relates to shopping unit 20 may day green occupied by H. Samuel Jewellers within Barnsley's town centre primary shopping area. The site is located opposite the Glass Works development and is part of the May Day Green shopping frontage. The unit is predominantly glass fronted with aluminium fascia to the upper of the ground floor and grey tile details. At second and third storey level the property is formed of red brick with stone features from the existing building.



Planning History

There is an extensive planning history associated with the application site dating back to 1974. However, the most recent and relevant applications are as follows:

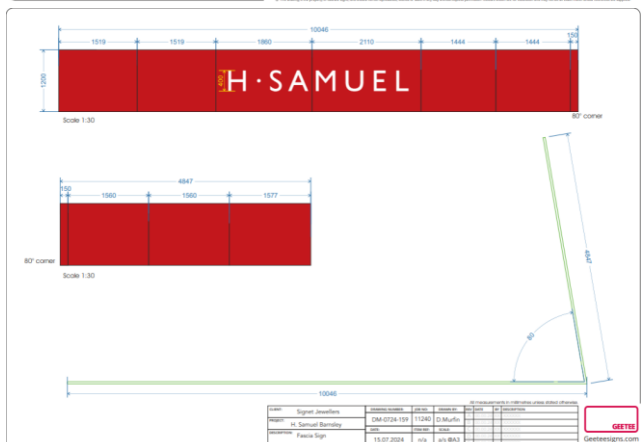
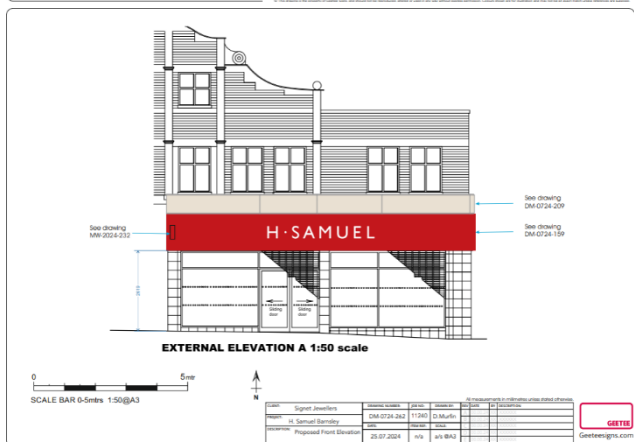
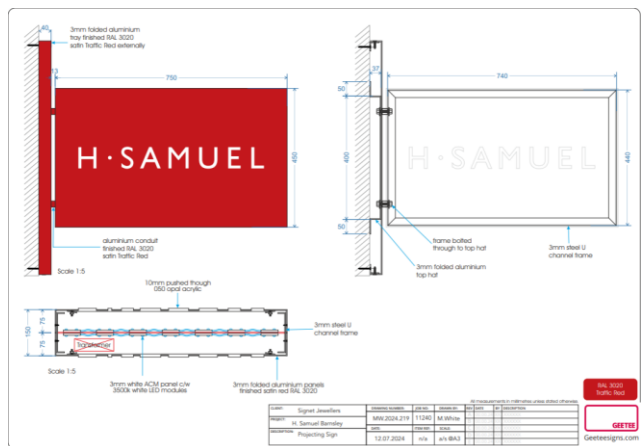
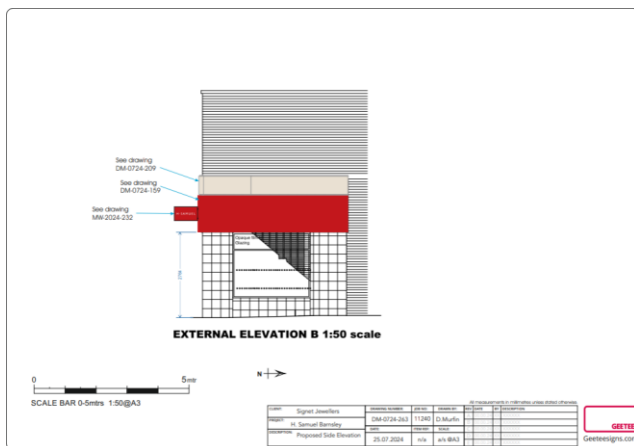
1. B/04/1150/BA – Installation of new shopfront and internal alterations – Approve with Conditions
2. B/04/1151/BA/AD - Display of illuminated projecting and fascia signs to jewellers - Approve

Proposed Development

The applicant is seeking permission to instal new facia advertisements panels with illuminated letters and an illuminated projection sign.

The new facia sign would be red aluminium panels with centralised illuminated ivory lettering. The lettering is internally illuminated with static illumination to a level of 210 cd/m². Ivory facia has been detailed above the red signage replicating the existing tiles.

A new projecting sign would be installed with a projection of 0.763 metres. The sign will be red aluminium to match the facia with matching ivory lettering. The lettering will be internally illuminated with a static illumination of 250 cd/m².



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 – Town Centre

The site is located within Barnsley Town Centre. 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 TC1: Town Centres.***
- ***Policy BTC12: The Markets Area District.***
- ***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 and beautiful places.***

Supplementary Planning Document(s)

- ***Advertisements.***

Consultations

Local Ward Councillors – No response.
Pollution Control – No objection.

Representations

No Neighbour notification letters were sent out. A site notice was placed nearby, expiring 30th August 2024. No representations were received.

Assessment

Principle of Development

Barnsley Town Centre is the dominant urban centre in the borough. To ensure that it continues to fulfil its sub-regional role, support will be given to proposals if they would maintain and enhance the vitality and viability of town centre.

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 application relates to a shopping frontage in a primary shopping area within the town centre. Similar modernised signages are evident within the area. The proposed fascia sign would have a larger surface area than the existing signage, however the letters would be of a similar scale and placement on the shop frontage. The new sign fascia itself is red to match the shop branding. Although providing a larger fascia the signage letters themselves are of a similar scale to the existing signage and so will provide acceptable visual amenity levels. The projected signage will be similar to the previous projected sign at the property although now with illuminated lettering. The colour scheme and illumination levels will not be overbearing and will provide a sympathetic update to the property. The proposed ivory fascia replicates the existing tiles on the property and is in keeping with the existing colour scheme. The proposal is considered to be of good quality with a good standard of design along with appropriate illumination levels and is considered to compliment the character of the town centre.

The proposal is therefore considered to comply with *Local plan Policy D1: High Quality Design and Placemaking* and would be acceptable regarding visual amenity.

Residential Amenity

The installation of illuminated signage is considered acceptable in principle if it would not result in an unacceptable increase in pollution which could otherwise affect or cause nuisance to the natural and built environment or to people.

The application is within the primary shopping area which is characterised by commercial uses which provide similar signage. Although the fascia is larger, the lettering and the projected signage is of a similar scale to the existing signage. The signage is of a restricted internal illumination level, lowering any potential impact on neighbouring properties and any local residents and workers.

The proposal is therefore considered to comply with *Local Plan Policy GD1: General Development* and *Local Plan Policy POLL1: Pollution Control and Protection* and would be acceptable regarding residential amenity.

Highway Safety

The proposed signage and fascia would adopt a minor projection and provide a static illumination within the maximum illumination levels. The proposal will therefore not significantly interfere with any highway distraction. The area directly to the front of the shop is considered a pedestrian highway so any safety issues would be at a minimum.

The proposal is therefore considered to comply with *Local Plan Policy T4: New Development and Transport Safety* and would be acceptable regarding highway safety.

**Recommendation -
Approve with Conditions**