Ref 2021/1523 – Advertisement Consent Application

Applicant: True Independent Group

Proposal: Display of various illuminated and non-illuminated signage including fascia sign, projecting sign, internal roundel and hanging signs and window vinyls

Address: The Salt House, Unit R2, The Glass Works, Barnsley, S70 1GW

This application has been made on behalf of an elected member. The delegation scheme is clear that applications by elected members may not be dealt with under delegated powers before members have had an opportunity to determine whether they wish to call in the application to Planning Regulatory Board, or to agree to delegate the decision to the Head of Planning.

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

Site Description

The application relates to unit R2 of the Glassworks Development in the Markets District of Barnsley Town Centre. The unit is one of a number on the ground floor of this building which is sited to the north of the new public square. The unit has frontages onto Eldon Street and the public square.

West elevation



South west and South elevations



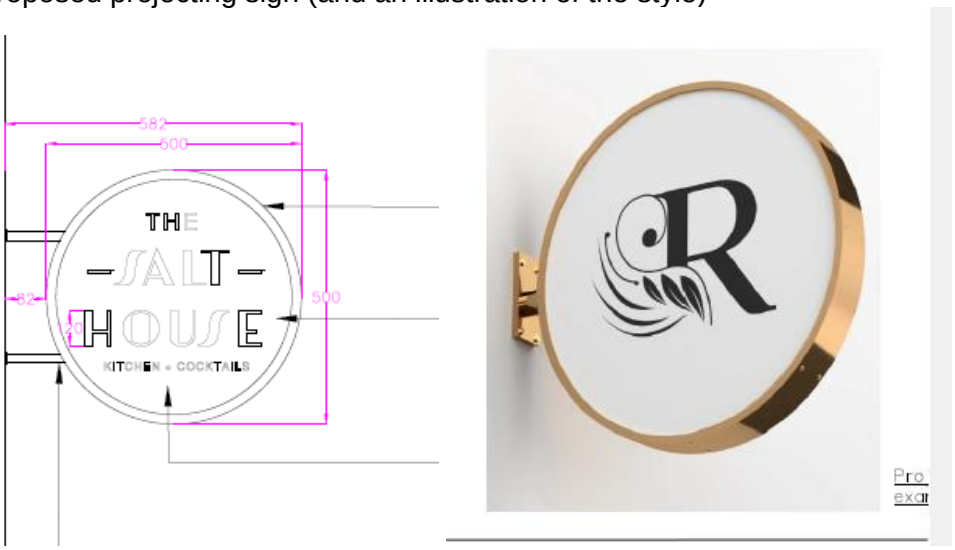


Proposed Development

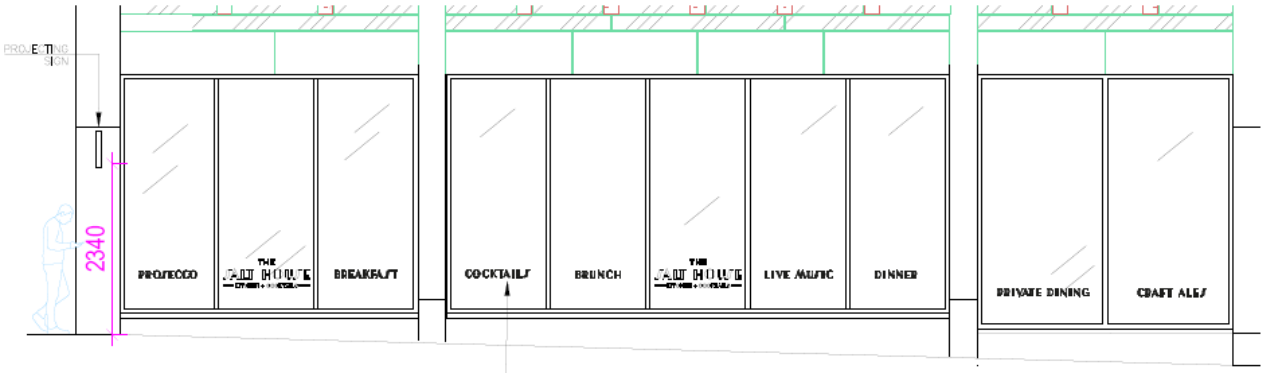
The applicant seeks permission to display several signs and has amended the proposal to reflect the comments of the Conservation and Design Officers, including reducing the size of the projecting sign; moving the fascia sign on the south-west elevation to an internal position; and reducing the size of the opening times vinyls.

The amended plans propose one projecting sign on the northern end of the west elevation; one internal fascia sign over the entrance on the south-west elevation and two internal signs on the south elevation – one at the second entrance and a roundel sign towards the eastern extent of the south elevation. These signs will all be internally illuminated with static illumination at 80 cd/m2. The submitted drawings also indicate gold window vinyls towards the bottom of the windows of the west elevation and an internal menu board and opening times vinyls on the south elevation.

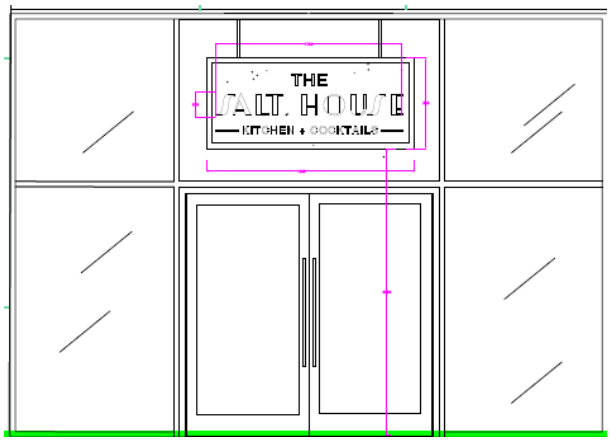
The proposed projecting sign (and an illustration of the style)



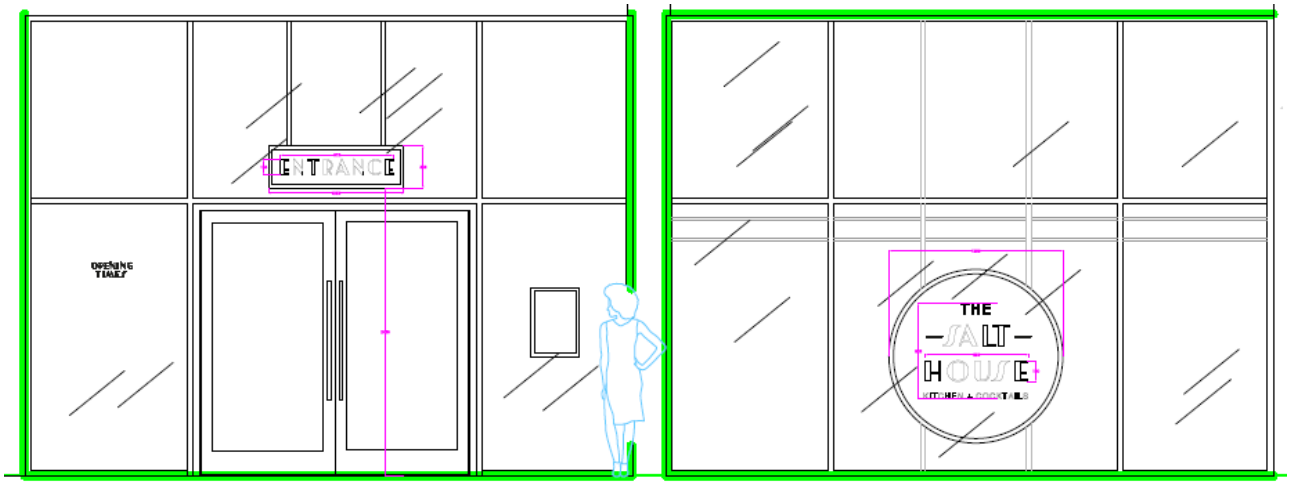
The west elevation showing the siting of the proposed projecting sign and the proposed gold window vinyls



The proposed fascia sign on the south west elevation



The proposed internal entrance and roundel signs, opening times vinyl and menu board on the south elevation.



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.

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

Conservation Officer – Initial comments expressed concern at the size of the projecting sign. The proposed advertisements on the west elevation facing Eldon Street will be visible from the adjacent Conservation Area and the nearby listed Civic. I am concerned over the visual intrusion into the setting of both of these heritage assets. Given the internal illumination and size of the proposed projecting sign I am concerned that it will be too large and also will be intrusive at night.

If the sign could be reduced in size that would offset the concern that it will be overbearing and harmful in that setting. If that is achievable, I would have no further objections.

Comments on revised plans: Following amendments to the size of the hanging sign down to a diameter of 500, no further objections.

Design – Initial comments expressed concern at the failure of the proposal to reflect the shopfront design guide for the Glass Works which is the starting point for retailers proposing shopfronts and advertisements for the Glass Works and for the planning authority in assessing applications for shopfronts. This guide was submitted as part of the reserved matters application for the Glass Works development. The overriding theme of the guide is for transparency 'to break down the traditional boundaries between arcade/street and the retail unit through the blurring of thresholds between inside and out' and there are several key points made in relation to signage:

- Signage should be fully integrated into the glazing/ shopfront design
- Signage should sit either behind the glass in the designated zone, or as individual letters mounted in front of the glass.
- Individual 3D formed letters are encouraged. Where these are used they are to sit in front of a signage board, behind the glass or float on a thin, simple metal frame. Any supporting structure should not detract from the lettering and backlighting is encouraged.
- Conventional shopfronts with flat fascias over framed glass or open shopfronts will not be permitted
- Solid fascia signage is not permitted.

The proposed externally mounted fascia board does not reflect the guide and alternative options are recommended, including moving the sign so that it sits behind the glass.

The size of the projecting sign on the west elevation should be reduced in size. The opening times lettering on the south elevation should be amended to a smaller font size or displaying behind the glass so it doesn't over-dominate the glazing. The elevation drawing of the south elevation needs to be amended to show that the existing vertical mullions are unchanged.

Comments on revised plans: I am fine with the amended plans and clarification provided and have no further objections to this application.

Ward Councillors – No response.

Representations

The application was advertised by way of a site notice (2-23 December) and consultation letters (23 November to 14 December) 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 block that was approved for food and drink uses at ground floor under the 2019 planning permission for the Glass Works development. The advertisements therefore relate to an authorised use and the principle of consent is acceptable subject to matters of detail.

Visual Amenity

Following adverse comments from both the Design and Conservation Officers, the application has been amended. The projecting sign has been reduced in size to 500mm as requested; the fascia on the south west elevation has been reduced in size and moved inside so that it hangs from the bulkhead internally; and the size of the opening times vinyl has been reduced by half. The amendments reflect the advice given and the proposed 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 is in compliance with the Glassworks Shopfront Design Guide, the SPD Advertisements and Local Plan Policies GDA and D1. Conditions are recommended to ensure that the advertisements are displayed in accordance with the amended plans submitted; 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.

Highway Safety

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 food and drink use 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