BARNSLEY Local Plan

Supplementary Planning Document

Advertisements

Adopted May 2019

BARNSLEY
Metropolitan Borough Council

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1. About this guidance

1.1 The National Planning Policy Framework (NPPF) indicates that Local Development Documents form the framework for making decisions on applications for planning permission. Decisions have to be taken in accordance with the development plan unless other material considerations indicate otherwise. NPPF advises that a local planning authority may prepare Supplementary Planning Documents to provide greater detail on the policies in its Local Plan. Supplementary Planning Documents are a 'material' consideration when planning applications are decided.

1.2 As required by the Planning and Compulsory Purchase Act 2004 we have prepared a Statement of Community Involvement (SCI) which sets out how we will involve the community in preparing our Local Plan and consulting on planning applications. In accordance with the SCI we have involved people who may be interested in this Supplementary Planning Document and asked them for their comments. We have produced a consultation statement which summarises all the comments people made to us and our response. This is available on request.

2. Introduction

2.1 This advice note offers guidance to anyone seeking to display an outdoor advertisement, including signs, notices, hoardings and flags.

3. Policy

3.1 This guidance supplements Local Plan Policy D1 High Quality Design and Place Making which states as follows:

Policy D1 High Quality Design and Place Making

Design Principles:

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, including:

- Landscape character, topography, green Infrastructure assets, important habitats, woodlands and other natural features;
- Views and vistas to key buildings, landmarks, skylines and gateways; and
- Heritage and townscape character including the scale, layout, building styles and materials of the built form in the locality.

Through its layout and design development should:

- Contribute to place making and be of high quality, that contributes to a healthy, safe and sustainable environment;

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- Complement and enhance the character and setting of distinctive places, including Barnsley Town Centre, Penistone, rural villages and Conservation Areas;
- Help to transform the character of physical environments that have become run down and are lacking in distinctiveness;
- Provide an accessible and inclusive environment for the users of individual buildings and surrounding spaces;
- Provide clear and obvious connections to the surrounding street and pedestrian network;
- Ensure ease of movement and legibility for all users, ensure overlooking of streets, spaces and pedestrian routes through the arrangement and orientation of buildings and the location of entrances;
- Promote safe, secure environments and access routes with priority for pedestrians and cyclists;
- Create clear distinctions between public and private spaces;
- Display architectural quality and express proposed uses through its composition, scale, form, proportions and arrangement of materials, colours and details;
- Make the best use of high quality materials;
- Include a comprehensive and high quality scheme for hard and soft landscaping; and
- Provide high quality public realm

In terms of place-making development should make a positive contribution to achieving qualities of a successful place such as character, legibility, permeability and vitality.

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4. The purpose of advertisement control

4.1 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.
- The impact of the proposal upon the safety of pedestrians and vehicles.

4.2 The system is not intended to control the content of an advertisement.

5. Does my advertisement require consent?

5.1 Some advertisements can be displayed without the consent of the Council. However the regulations relating to the display of advertisements are complex and you are therefore advised to contact Development Management on 01226 772595 to discuss whether the advertisement you wish to display requires consent.

5.2 Generally, consent will be required to display an illuminated sign, poster hoarding or advance warning or directional sign. Many other signs will also need consent.

5.3 It is illegal to display an advertisement without consent or without the permission of the site owner.

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6. Is the Council likely to grant consent?

6.1 Signs on shops, businesses and commercial premises should be limited to that which is necessary to identify the premises. Advertisements should, therefore, have regard for the design, scale and proportions of the building or site on which they are displayed. The over provision or poor design of signs can give rise to a cluttered and aggressively commercial appearance which will can have a damaging impact upon the visual character of an area.

6.2 The Council is, therefore, unlikely to grant consent for:

- Advance warning or directional signs.
- Advertising hoardings, including poster panels and banner signs.
- Signs on shops above fascia level.
- Signs on business premises above 1st floor level.
- Signs which appear out of scale or character with the building locality or surrounding signage.

7. Signs on shop fronts

7.1 Well designed signs can project an image of quality, confidence and permanence; whereas too many or oversized signs can give a cluttered and unattractive appearance which does not relate to either the building or the surrounding area.

7.2 The Council is likely to approve signs which are:

- In character with the scale of the building;
- Located at fascia level;
- Respectful of the architectural features of the building, including first floor windows and shop front details;
- Fascia box signs which do not protrude more than 100mm;
- Designed using a style of lettering appropriate to the character of the building;

7.3 The best option for signs is often to use individual letters restricted to the shop name. Clear well spaced letters are as easy to read as larger oversized letters. If additional signage is required then this is best applied to the window. For the safety of pedestrians and vehicles the bottom of any protruding sign should be at least 2.3m above the pavement and should not overhang the carriageway.

7.4 A separate SPD on Shopfront Design has been produced and provides additional information.

8. Illumination

8.1 Excessive illumination causes light pollution and is therefore wasteful of energy. Well directed lighting can, however, aid personal safety within an area and enhance its attractiveness. The form which this illumination takes should also be considered at an early stage. For example, a suitably designed fascia box in a solid material which allows internal illumination to show through cut out lettering can be a very effective solution, whilst

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internally illuminated box mounted signs in an opaque material is an unsightly option and will be discouraged.

8.2 External lights can also be an acceptable solution, either by means of trough lighting or carefully designed and located spot lighting.

8.3 Where the Council considers that the principle of illumination is acceptable, the light source should be designed so that it is not directly visible to drivers on adjacent roads or likely to cause nuisance to nearby residential properties. The level of illumination should be kept to a minimum.

9. Conservation areas and listed buildings

9.1 Special consideration should be given to the location and design of signage or advertisements when they affect heritage assets or their setting. These assets include listed or historically important buildings, conservation areas, registered parks and gardens and scheduled ancient monuments. Signage design that is proportionate in size, of a sympathetic design, respectful of architectural detail, and located in a way that respects what is significant about the heritage asset are likely to be approved. Lighting of signage on historic buildings or in historic areas will require particular care and may not always be appropriate**.**

10. Signs which project over the adopted highway

10.1 The consent of the highway authority is required for any signs that project over the adopted highway. This consent is separate from any need for advertisement consent. Failure to gain consent of the highway authority or to comply with any terms or conditions is an offence.