

Ref 2022/1184

Applicant: Mr Mehmet Kent

Proposal: Shop front advertisements consisting of illuminated text and logo to shop front glazing, illuminated projecting sign and logo window transfers

Address: 7A The Glass Works, Barnsley, S70 1GW

Site Description

The application relates to unit 7A 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 fronts onto Cheapside. It abuts the Foot Health Practice and Coffee Boy. The signage is already displayed, including the logo window transfers which the submitted drawings indicate are 'to be confirmed by client'.

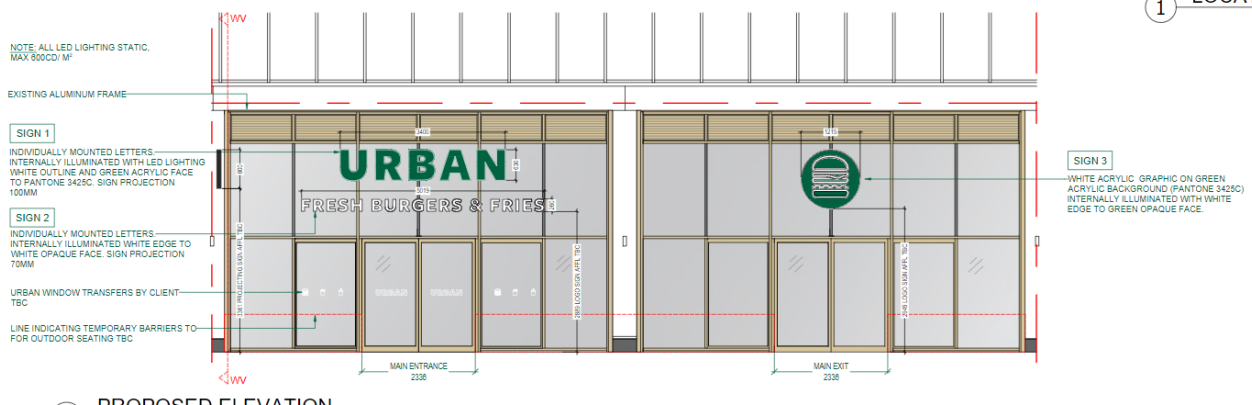
Site photos showing signage and window transfers currently displayed.



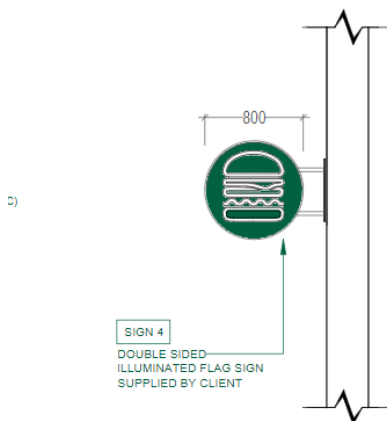
Proposed Development

The proposal is for three fascia signs and one projecting sign to be displayed on the shopfront and some logo window transfers. The illuminated fascia and projecting signs are to have static illumination to a maximum of 600 cd/m²

Proposed elevation:



Proposed projecting sign:



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

2019/0135 – reserved matters approved for Phase one (Met Centre Renovation) with a mix of uses including A1, A3 and A4 (retail, food and drink).

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 an area designated as The Markets Area within Barnsley Town Centre in the Local Plan.

The following policies are relevant:

Policy GD1 General Development – Development will be approved subject to assessment against a range of criteria, including 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.

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.

Other planning guidance

The Glassworks Shopfront Design Guide

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 illuminated sign faces out onto Cheapside, a pedestrianised street with Barnsley town centre. As such, the proposal will not conflict with any existing traffic signage or urban traffic control. The scheme is acceptable from the perspective of highways.

Design Officer: The proposed fascia and projecting signs are all slightly oversized for their setting. The window/door transfers shown on the submitted drawing have been replaced by a solid, coloured banding which is clearly less transparent but the glazing of the shopfront has otherwise been kept transparent. The fascia lettering is composed of individual 3D formed letters with support structures that are visually discrete. There are no fixtures blocking views into the shop. Given the overall level of transparency achieved, I am comfortable with the proposal.

Ward Councillors – no comments received

Representations

The application was advertised by way of a site notice (8 to 31 December) and consultation letters which were sent to units/properties 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 part of the Glass Works that has planning permission for a range of uses including use as a restaurant. The advertisements therefore relate to an authorised use and the principle of consent is acceptable subject to matters of detail.

Visual Amenity

Reflecting the advice of the Design Officer, it is considered that 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 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; that illumination is limited as specified; 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. The submitted drawings show an area of outdoor seating and are annotated 'pavement license to be approved'. An informative will be added to remind the applicant of this requirement.

Highway Safety

Reflecting the advice of the Highway Engineer, 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

The proposed signs are a high quality addition and proportionate to the unit upon which they will be situated. The signs 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