
2019/0655

Applicant: Mr David Shepherd (BMBC)

Proposal: Display of illuminated signage above entrance canopy (retrospective)

Address: Library at the Light Box, 1 The Glass Works, Barnsley, S70 1GW

Background

There have been a larger number of applications on the site in the last few years, the most relevant of these to this application are:

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) – Deemed Planning Permission Granted

2019/0469 – Installation of 1 no. internally illuminated fascia sign, 1 no. internally illuminated & positioned light box sign and 1 no. internally illuminated menu board. – Approved with Conditions – The application was submitted by Lounges Ltd who occupy the A3 unit neighbouring the library within the Lightbox building and therefore was decided under delegated authority.

Site Location & Description

The application relates to Barnsley's new central library located within the Lightbox building – a part of the Barnsley Town Centre Glass Works redevelopment. The library occupies most of the building where it stretches northward towards Eldon Street and Kendray Street while also facing east toward May Day Green. The building itself is formed predominantly of vertically orientated glazing framed by champagne coloured aluminium heads and jambs. The Lightbox's main entranceway is located in a central position and is endowed with a canopy that is shared with the neighbouring unit.

Proposed Development

The applicant is seeking permission for the installation of new signage that has been erected in 1no location upon the canopy above the main entrance to the Lightbox. The sign is to be internally illuminated by LED and will state 'Library @ The Lighbox' over two lines of individual lettering in Norwester font at a height of between 230mm to 460mm. The overall height of the signage is 0.69m by 2.68m in width at a depth of 0.05m. The colour of the font is white and black with the signage's background and side wall coloured to match the champagne frame of the Lightbox.

Policy Context

Planning decisions should be made in accordance with the development plan unless material considerations indicate otherwise and the NPPF does not change the statutory status of the development plan as the starting point for decision making. The development plan consists of the Core Strategy, saved Unitary Development Plan policies. The Council has also adopted a series of Supplementary Planning Documents and Supplementary Planning Guidance Notes, which are other material considerations.

Local Plan

The new Local Plan was adopted at the full Council meeting held 3th January 2019 after it was found to be sound by the appointed Planning Inspector following the examination process. This means that it now takes on full weight for decision making process in planning law terms as the

development plan for the Borough, superseding the remaining saved policies from the Unitary Development Plan (adopted in the year 2000) and the Core Strategy (adopted in 2011).

Relevant Local Plan policies include:

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.

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.

T4 – New Development and Transport Safety – 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.

TC1 – Town Centres - All retail and town centre developments will be expected to be appropriate to the scale, role, function and character of the centres in which they are proposed.

TC2 – Primary and Secondary Shopping Frontages - Proposals for retail (A1-A5) uses will be allowed on Primary and Secondary Shopping frontages in Barnsley Town Centre and the District Centres.

BTC1 – The Daytime and Evening Economies - We will work with developers and operators to diversify the daytime and evening economies (particularly early evening) Preference will be given to pubs, clubs, restaurants, cafés and night time entertainment uses.

BTC12 – The Markets Area District - We will allow shops, offices, leisure developments, and food and drink uses within the Markets District.

SPDs

Advertisements

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 124 (general design considerations) and paragraph 130, which state that 'permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions'.

Consultations

Ward Councillors – No comments received

Conservation Officer – No objections

Urban Design – No objections

Civic Trust - Support

Representations

Neighbour notification letters were sent to neighbouring properties and a site notice was erected adjacent to the development; no comments have been received.

Assessment

Principle of Development

The site is located within the Markets Area of the Town Centre. The advertisement relates to a D1 use upon a secondary shopping frontage in line with the requirements of Local Plan Policies TC1, TC2, BTC1 and BTC12 as the unit and its signage scheme are found to cater for the daytime use that will ensure the vibrancy, vitality and viability of the town centre. Subsequently, consent will be granted where the development is found to be appropriate in scale and respectful of the character of the area. Signage should not adversely impact the amenity of local residents/occupants/businesses or undermine highway safety.

Residential Amenity

The site is located within an established commercial town centre area, with no residential properties in close proximity that face the building. As such, 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.

Visual Amenity

The sign proposed is of a high quality appearance and is sympathetically sized in relation to the site entrance and host building. Indeed the sign is proportionate to the height and width of the canopy upon which it will be situated - as such it is likely to give rise to an image of quality, confidence and permanence. The illuminated lettering upon the canopy is within the 100mm maximum depth recommended within the SPD while the colour of the signage is neutral and should contribute to the Lightbox's modern and bold appearance.

As such the development is considered to be in line with Local Plan Policies GD1 and D1 as they are appropriate to the scale, role, function and character of the Lightbox and the surrounding area.

Highway Safety

The sign faces onto the pedestrianised area of May Day Green. Surrounding roads used predominantly by vehicular traffic are sufficient distance away not to be detrimentally affected but a condition is recommended to ensure the brightness of the sign complies with the recommended guidelines to ensure highway safety is not compromised.

Conclusion

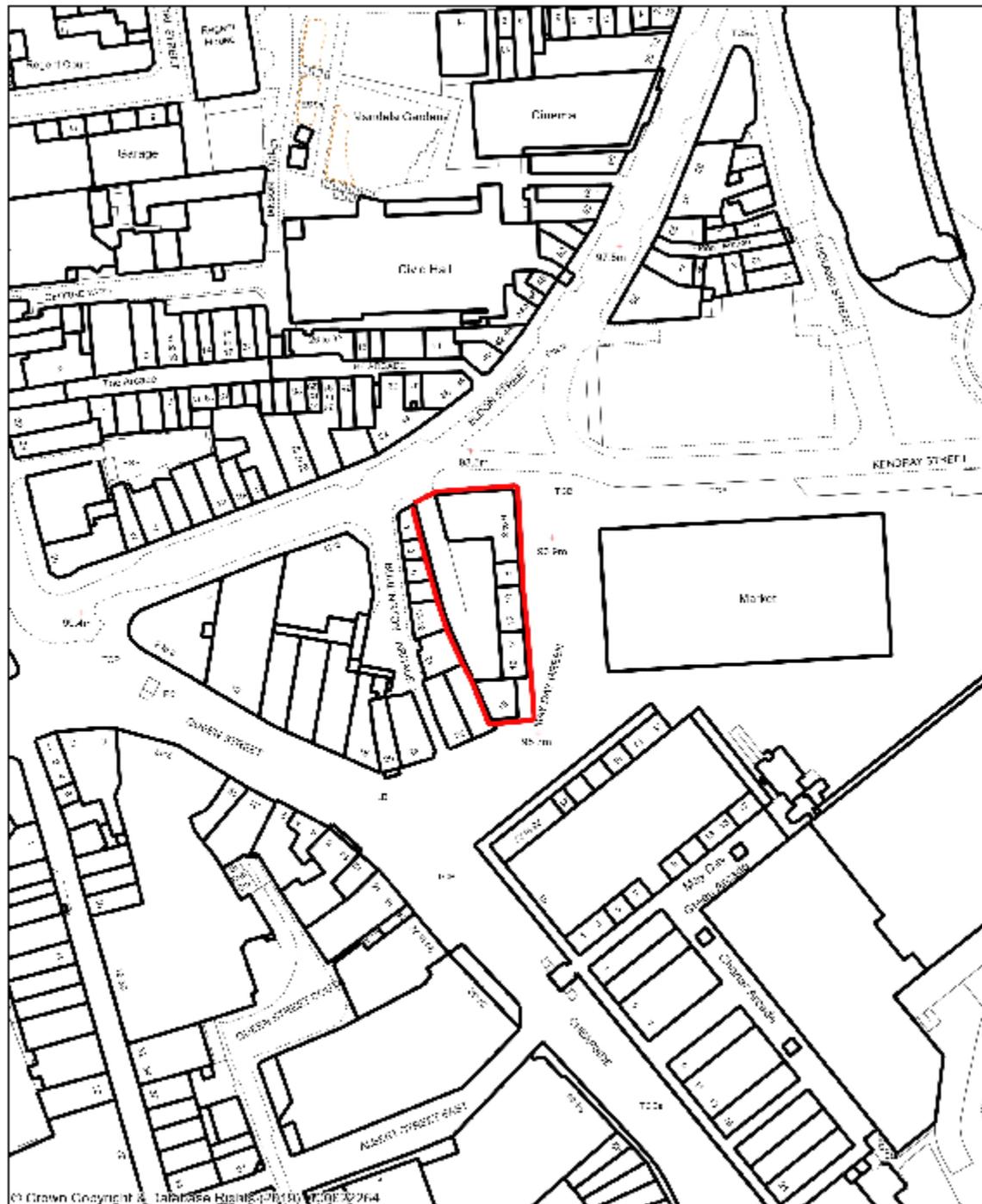
The proposed sign is a high quality addition to the new library and will advertise the central role of education and learning within the new town centre development thereby helping to improve access to learning resources in the Borough.

Recommendation

Grant subject to conditions:-

1. The development hereby approved shall be carried out strictly in accordance with the plans and specifications as approved unless required by any other conditions in this permission.
Plan Nos.
Canopy Signage Details - BBTC_IBI_LR__A_G251_DT_15 Rev C6
Reason: In the interests of the visual amenities of the locality and in accordance with Local Plan Policy D1 High Quality Design and Place Making.
2. The means of lighting shall be positioned, angled, screened or baffled to prevent glare, reflection or other distraction to highway users and the level of illumination shall comply with the current recommendations of the Institution of Lighting Engineers' technical report no:5 "Brightness of Illuminated Advertisements".
Reason: in the interests of highway safety in line with Local Plan Policy T4 - New Development and Transport Safety.

PA Reference:-



BARNSELY MBC - Regeneration & Property



Scale: 1:1250