Ref 2022/0126 – Planning Application and 2022/0131 –Advertisement Consent Application

Applicant: F Hawkins

Proposal: Change to the shopfront to allow for a second set of doors to service outside seating area
Proposal: Display of 2no internally hung lightbox signs and 2no illuminated projecting signs

Address: 20 The Glass Works, Barnsley, S70 1GW

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 20 of the Glassworks Development in the Markets District of Barnsley Town Centre. This is a corner unit with frontages onto Cheapside and an arcade of the Glassworks



Proposed Development

The applicant seeks permission to display internal light box and projecting signs on both elevations, as well as logo vinyls on the windows and doors; and also to create a new access onto an outside paved area on Cheapside to be used as a seating area. The signage application has been partially amended to reflect the comments of the Design Officer and the applicant has otherwise sought to justify the logo vinyls on the windows and doors.

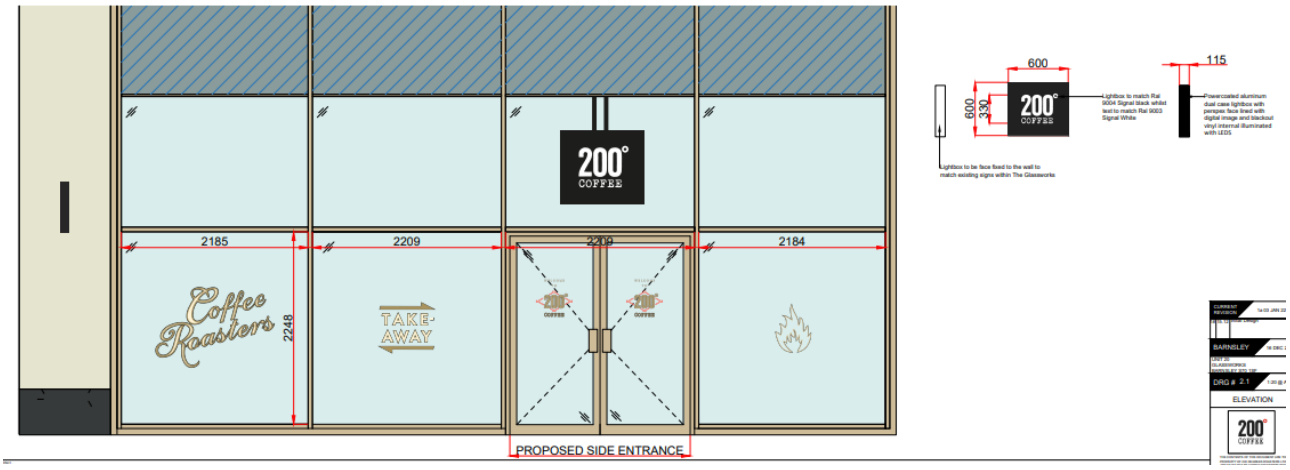
The amended signage plans propose the external projecting signs (one on each elevation) to appear flush to the pillars with no visible bracket, to reflect the other projecting signs at the

Glassworks. The internal light box signs and the logo vinyls on the windows and doors remain as originally proposed.

Arcade elevation



Cheapside elevation



Policy Context

Decisions on planning applications 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.

Decisions on applications for advertisement consent are not determined under the S38/6 presumption in favour of the development plan in the way that planning applications are. However, development plan policies are a material consideration, and will inform consideration of the two principal issues of public safety and amenity on the advertisement consent application.

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

Highways Development Control: The luminance of the proposed signage scheme will not adversely impact upon road users. The projecting signs are well above head height at just over 2.6m high. As such, the proposals are considered acceptable from a highways development control perspective.

Design – Initial comments confirmed

- No objections to the proposed doors;
- no objections to the proposed internal light box signs;
- concerns that the external projecting signs should appear flush to the pillars with no visible bracket;
- concern at the proposed '200 degree' logos on the entrance doors which appeared to conflict with the shopfront design guide for the Glassworks and in particular the advice that 'repeated use of logos or retailer name will not be permitted'; and
- need for the layout of the interior of the unit to allow for as much transparency as possible, as implied by the drawings.

In response to amended plans which confirm that the projecting signs will have no visible bracket and

Comments on revised plans: Satisfied with explanation for the 200 degrees vinyls on the doors and note that that the external projecting sign will now have no bracket. No further objections

Ward Councillors – No response.

Representations

The application was advertised by way of a site notice (1-22 March) and consultation letters (24 February to 17 March) 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 retail uses, (which include sale of hot and cold drinks for consumption inside or out of the shop) at ground floor under the 2019 planning permission for the Glass Works development. Both the advertisements and the proposed alteration therefore relate to an authorised use and the principle of consent is acceptable subject to matters of detail.

Visual Amenity

The proposed alterations to provide for doors to the Cheapside elevation have received a confirmation of no objections from the Design Officer and are considered acceptable in appearance. The doors will provide access to a proposed outdoor seating area which is contained in part by a raised wall to the south-east of the unit which creates a triangular area that is not part of the main thoroughfare. The applicant has confirmed that they have a temporary pavement licence for the outdoor seating which will be renewed before it expires in September. A condition is recommended to ensure that the alterations are carried out in accordance with the approved plans.

Following adverse comments to the proposed advertisements from the Design Officer, the application has been amended. The projecting signs have been clarified to appear flush to the pillars with no visible bracket. The applicant has sought to justify the proposed vinyls on the windows and doors in response to the objection to the repetitive use of door vinyls with the name and logo on. They note that they are trying to build a brand and have proposed a downsized logo so that it is more subtle for this location. The Design officer has agreed that in the circumstances the vinyl logos are acceptable.

The amendments largely 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

The Highways Officer has advised that the proposed signs are considered acceptable from a highways development control perspective. 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 unit will ensure the vibrancy, vitality and viability of the town centre without incurring negative impacts to visual amenity or public highway safety. The proposed doors to the Cheapside elevation are considered to be acceptable in appearance and appropriate alteration to the unit.

Recommendation

Grant subject to conditions