
2022/0327

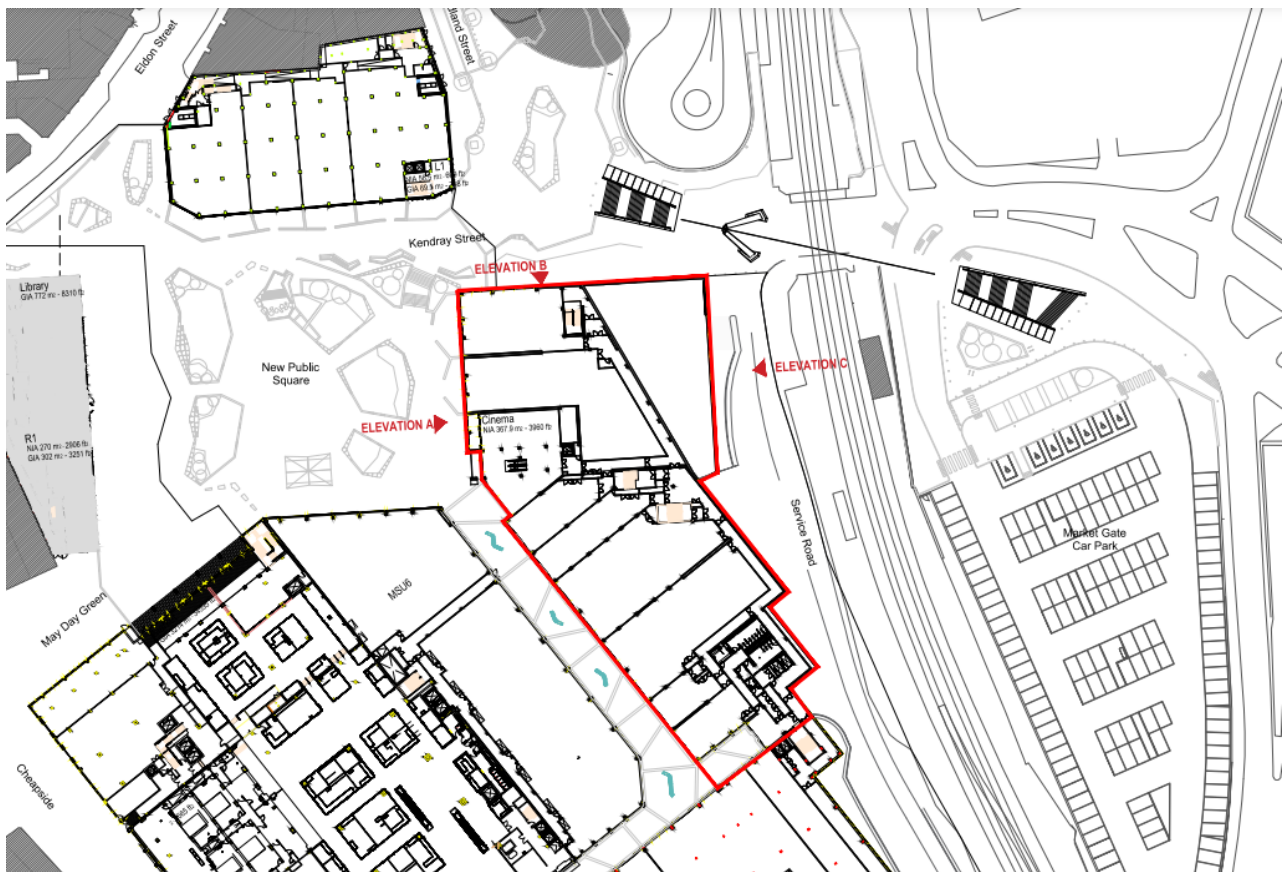
Applicant: Mr Adam Barylak

Display of various high level illuminated signs on all 3 sides of the cinema building and above the entrance doors (Amended signage proposals compared with previous advertisement consent reference 2020/1096)

30 The Glass Works, Barnsley, S70 1GW

Site Description

The application site relates to a building in the new Glassworks development located in Barnsley Town Centre. The building in question is numbered 30 and will host the new Cinema (leased and operated by Cineworld) with a coffee shop unit within the building at the ground floor (leased by Starbucks). The building is located to the East of the new public square with the structure of the building now entirely complete with an imminent opening (late August 2022). The majority of the Town Centre regeneration is now complete and open to the public. The building is finished in a gold/off-yellow cladding with glass fronted openings on the ground floor serving the cinema and associated coffee shop unit.



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

More recently, advertisement consent has been granted for signage at Next under application reference numbers 2021/0556 and 2021/1232

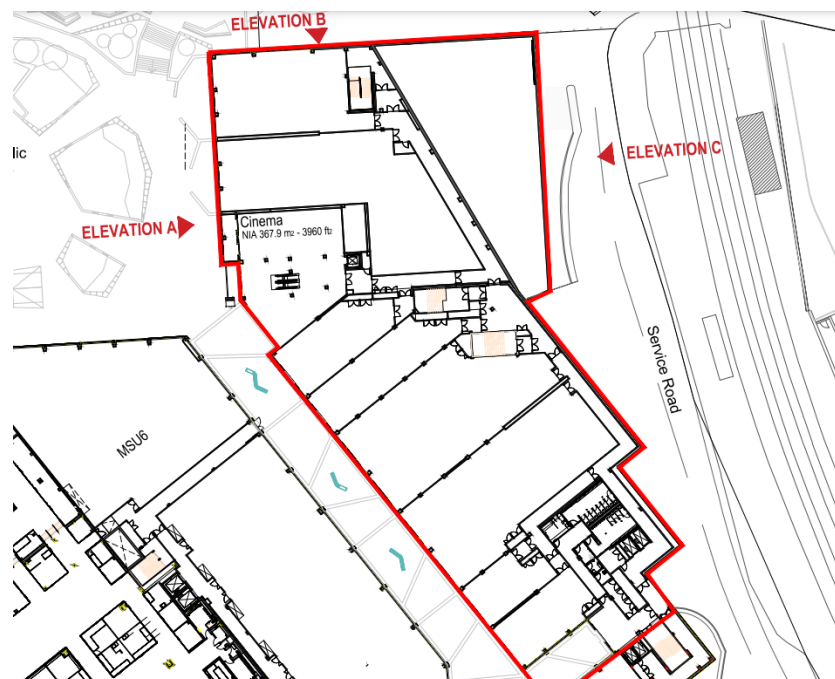
Proposed Development

The applicant is approval for the installation of 14 x advertisements on the building associated with the Cineworld and Starbucks lease. The proposed signage is located at various points on the building at various heights and is a mix of illuminated and non-illuminated signage.

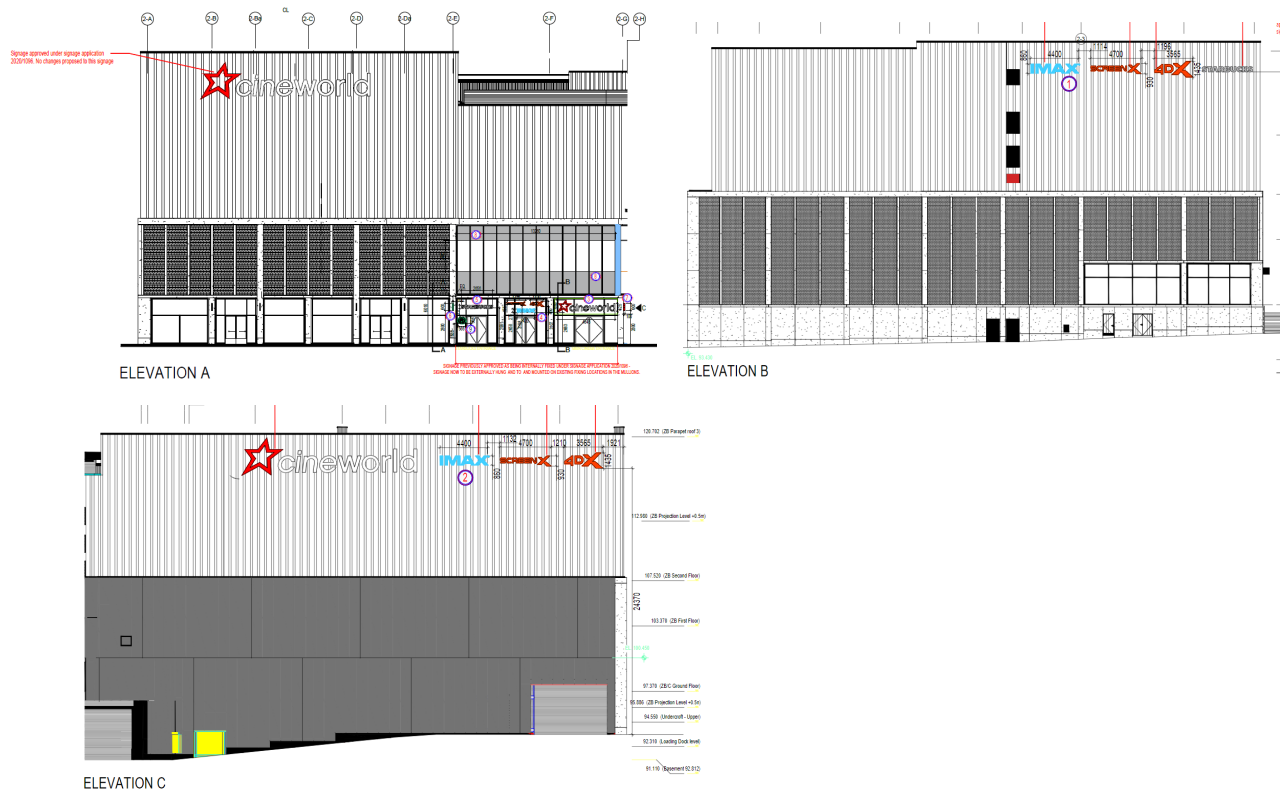
The application is a resubmission of the previous approval 2020/1096 with new signage proposed and minimal alterations to the proposal such as alterations to the ordering of the signage on the building. The proposed elevation drawings outlines the following alterations in comparison to 2020/1096:

1. Proposed signage order altered - approved signage order SCREEN X, 4DX, IMAX. Proposed order IMAX, SCREEN X, 4DX
2. Proposed signage order altered - approved signage order SCREEN X, 4DX, IMAX, STARBUCKS. Proposed order IMAX, SCREEN X, 4DX, STARBUCKS.
3. Cineworld signage previously approved as internally hung behind glazing, New proposal is for the the signage to be externally mounted on steel rails directly in front of the mullions, rails to be powder coated to match existing mullion colour. Please refer to Section B for further information.
4. SCREEN X , 4DX & IMAX signage previously approved as internally hung behind glazing, New proposal is for the the signage to be externally to existing fixing points in the external mullions. Signage to be hung as per detail in Section B.
5. STARBUCKS signage previously approved as internally hung behind glazing, New proposal is for the the signage to be externally mounted on existing fixing locations in external mullions. Signage to be hung as per detail in Section B.
6. New Starbucks illuminated projecting signage to be installed on column.
7. New illuminated Cineworld Star to be mounted on external column.
8. Existing vinyl internally applied to hide structure and void to be retained.
9. New starbucks logo illuminated sign - to be internally hung.

Site Plan:

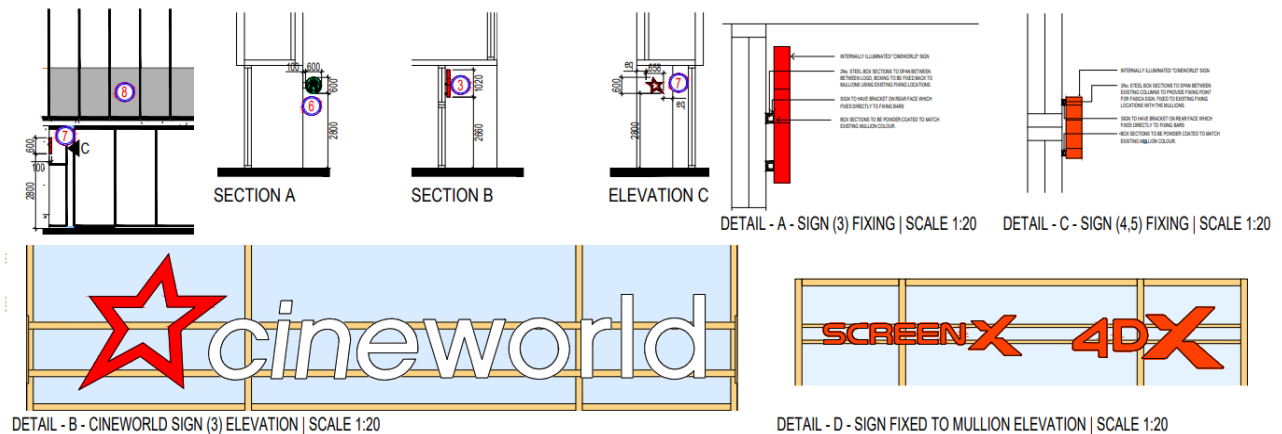


Proposed Elevations:



The agent has also submitted revised drawings during the course of this application on request by the Urban Design Officer.

Signage Fixing details:



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 Local Plan (adopted January 2019), alongside the Joint Waste Plan and relevant neighbourhood plans, form the statutory development plan for Barnsley. It establishes policies and proposals for the development and use of land up to the year 2033 and will be used when considering planning applications and to coordinate investment decisions that affect the towns, villages and countryside of Barnsley. The Local Plan supersedes 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.

TC1: Town Centres – Support will be given to maintaining and enhancing the vitality and viability of the following hierarchy of centres: Town, District and Local. Barnsley Town Centre is the dominant town centre in the Borough. To ensure it continues to fulfil its sub regional role, the majority of new retail and town centre development will be directed to Barnsley Town Centre.

HE1: The Historic Environment – we will positively encourage developments which will help in the management, conservation, understanding and enjoyment of Barnsley's Historic environment, especially of those assets which are at risk.

T3: New Development and Sustainable Travel – New development will be expected to reduce the need to travel, be accessible to public transport and meet the needs of pedestrians and cyclists.

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.

BTC12: The Markets Area District – The Local Planning Authority will allow shops, offices, leisure developments, and food and drink uses within the Markets District. Other uses will only be supported where they contribute to the vitality and viability of the Town Centre.

BTC13: Development Site 1 – The Glassworks including former TEC building and CEAG site - We will allow the following types of development:

- Retail, including a department store;
- Offices;
- Leisure;
- Food and drink; and
- Car parking.

The development of the site will be expected to:

- Create new links to and within the town centre and other areas adjacent to the Town Centre such as the Metrodome and Oakwell; and
- Include other uses if they would support the liveliness and economic strength of the town centre.

Residential development will be supported where it would support the vitality and viability of the town centre.

Poll1: Pollution Control and Protection – Development will be expected to demonstrate that it is not likely to result, directly or indirectly, in an increase in air, surface water and groundwater, noise, smell, dust, vibration, light or other pollution which would unacceptably affect or cause a nuisance to the natural and built environment or to people.

SPD's

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 4th Core Principle in 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'.

Paragraph 148 – The planning system should support the transition to a low carbon future in a changing climate, taking full account of flood risk and coastal change. It should help to support renewable and low carbon energy and associated infrastructure.

The National Grid published its latest Future Energy Scenarios report in July 2020. The document identifies the changes to the UK energy infrastructure and consumer behaviour that would be required in order to achieve the UK's 2050 decarbonisation target under four scenarios. All scenarios identify that there will be a high flexibility requirement to be supported by an increase in installed electricity storage capacity. The fastest route to carbon neutrality, the Leading the Way scenario, requiring 40,000MW of installed electricity storage by 2050; around 8 times more than the current installed levels.

Consultations

Conservation Officer – No objections.

Highways – Much of the signage is unchanged from that previously approved. The main differences are projecting signs and an internal LED screen that faces into the main pedestrian area. The projecting signs are well above head height at over 2.6m to 2.8m. The proposals are considered acceptable from a highways development control perspective.

Network Rail – No observations to make.

Urban Design Officer – Raised some concern with various aspects of the proposed development and requested further information as to how the signage would be fixed to the elevations, as well as slight amendments to the plans. The agent submitted amended drawings and the requested information (plan ref. 1722/BA-019 Rev. M) and submitted the further information requested. No objection was raised by the Urban Design Officer to the amended scheme.

Ward Councillors – No comments

Representations

Neighbour notification letters were sent to neighbouring properties and a site notice was placed nearby; no comments were received.

Assessment

Principle of Development

The Council's SPD on advertisements states that '*signs should be limited to that which is necessary. Advertisements should 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 usually have a damaging impact upon the visual character of an area*'. In addition to 'amenity' the aim of the system to regulate advertisements also relates to 'public safety' i.e., the impact of the proposal upon the safety of pedestrians and vehicles.

The units are situated in one of the largest buildings in the Glassworks development and forms a key element of the overall Town Centre Regeneration. As such, Local Plan Policies BTC1, BTC12 and BTC13 are relevant to the assessment of the application. However, the application is for advertisement consent with the LPA only permitted to make decisions based on the advertisement's impact on amenity and public safety. As such, these local plan policies have limited weight in the sense that they are primarily for the

principle of development in these areas, rather than being related to amenity or public safety. In any case, the proposed development is a resubmission of a previously approved scheme and is to support the future use of the building – which again has been approved. The principle of development is therefore acceptable, and this application will largely focus on the proposed alterations from 2020/1096 and whether these changes are acceptable in terms of amenity and public safety.

Lastly, the site is adjacent to the Regent Street/Church Street/Market Hill Conservation Area (c.100m to the North-West) and part of the signage will be visible from this area, therefore it will affect the setting of the Conservation Area. This has placed an emphasis on high quality design and ensuring that the signage is designed appropriately and proportionate to the building. This will be assessed in the below section.

Visual Amenity

The site is located within the new glassworks development but is in close proximity to the Conservation Area (c.100m) to the North-East. The SPD for advertisements states that:

‘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. As such, signage design needs to be proportionate in size, of a sympathetic design, respectful of architectural detail’.

The Conservation Officer has been consulted on the proposed development and has raised no objection. It is a key building in the new Glassworks development and the Town Centre Regeneration with the proposed signage being considered to be proportionate, of a sympathetic design and not having an impact on the original/intended character of the building. Additionally, compared to the previous scheme, the proposed development represents minor alteration to what has previously been approved.

That being said, the Urban Design Officer has also been consulted on the proposed development and initially raised some concerns with various elements of the proposed development including the following:

- Starbucks logo placement
- Lack of detail about supporting structure of the externally hung signage above the doorways
- LED video mesh
- Vinyl on first floor windows
- Window details
- Detail on how the Starbucks logo will be affixed to the pillar
- Detail on how the red star is affixed directly to the pillar

The agent submitted a revised drawing (ref. 1722/BA-019 Rev. M) and further information in an email (dated 01/08/2022) which provided a response to Urban Design Officer’s comments. The Urban Design Officer removed the objection on the basis of the revised drawings and updated information.

It is therefore considered that the signs are acceptable in terms of their impact on visual amenity and are in compliance with the Glassworks Shopfront Design Guide, the SPD: Advertisements and Local Plan Policies GD1 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, including any vinyl advertising on the exterior window, in the interests of the continued satisfactory appearance of the property.

Highway/Public safety

Network Rail have not raised any observations to the proposed development. Highways DC have also been consulted and not objected to the proposal stating that it is largely unchanged from the previously approved application and are considered acceptable from a highways development control perspective. The proposed development is considered to be acceptable in terms of public safety.

Conclusion

The proposed signs are a high-quality addition and proportionate to the unit upon which they will be situated. The application site is in very close proximity to the Conservation Area but the Conservation Officer has not objected to the scheme. The Urban Design Officer initially objected to various points but recommended that several amendments and requested further information from the agent. Upon receipt of the revised plans and the further information, the previous objections were removed. 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 development is a resubmission with the proposed alterations not leading to a significant change to the character of the previously approved application (2020/1096) and is recommended for approval subject to conditions.

Recommendation

Approve with conditions