
2021/0814 – Advertisement Consent Application

Applicant: Alex Richardson - BMBC

Development: Display of various illuminated signs on the north, north east, east and south east facing elevations of the Glassworks development including the multiplex cinema and multi-storey car park

Address: The Glassworks, Barnsley, South Yorkshire, S70 1GW

No objections received.

Site History

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

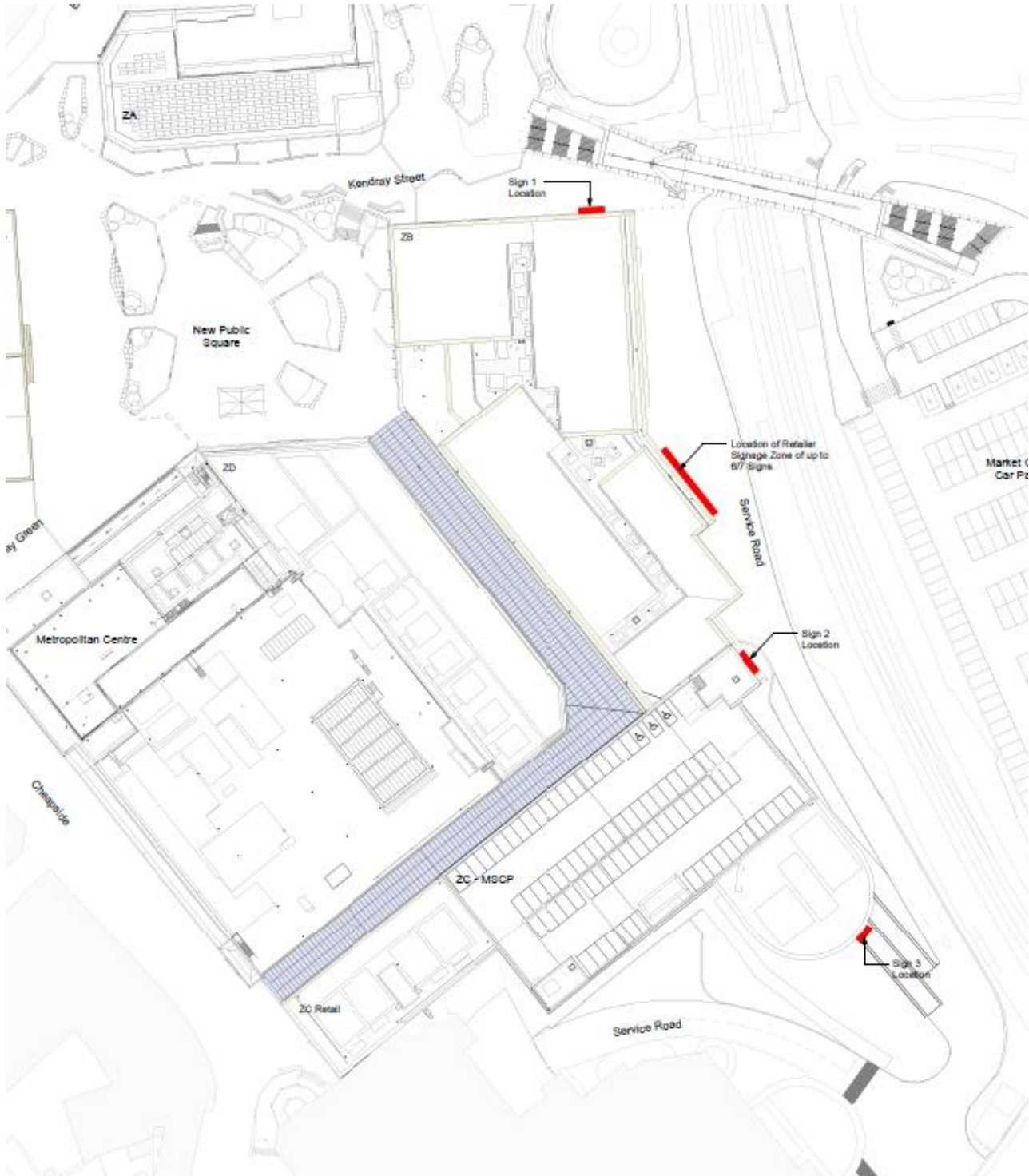
The application relates to the entirety of the Phase II buildings of the Glassworks approved under 2018/1569, in the designated Markets District of Barnsley Town Centre. The Glassworks is a major town centre redevelopment incorporating a multi-storey car park, retail arcade, bowling alley, cinema, restaurant and leisure complex surrounding a focal public square. The use of the buildings is mixed, but generally comes under Class E. The main railway line into Barnsley traverses the eastern boundary of the site with the town centre bypass (Harborough Hill Road) even set further east and traversing south of the site. To the south west is the Alhambra shopping centre and to the north is the Barnsley Interchange and mixture of retail buildings typical of a medium-sized town centre.

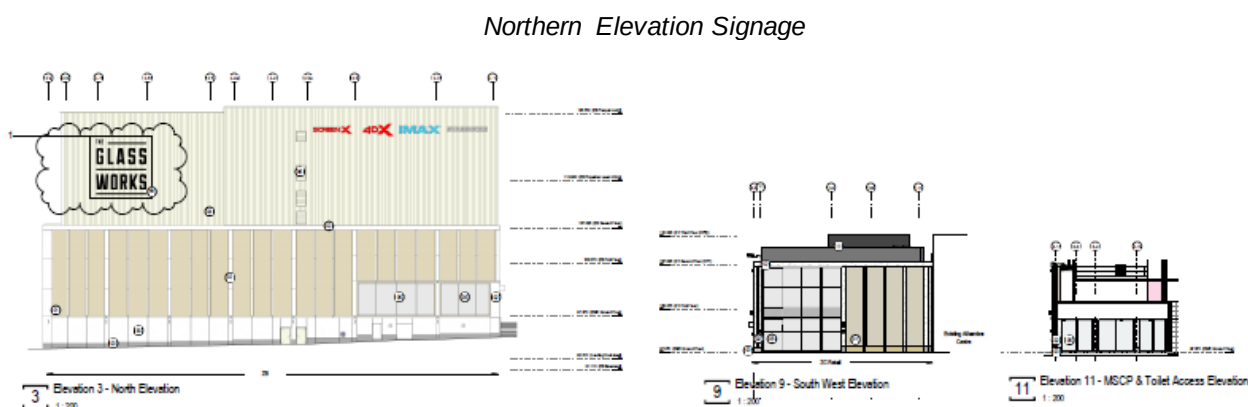
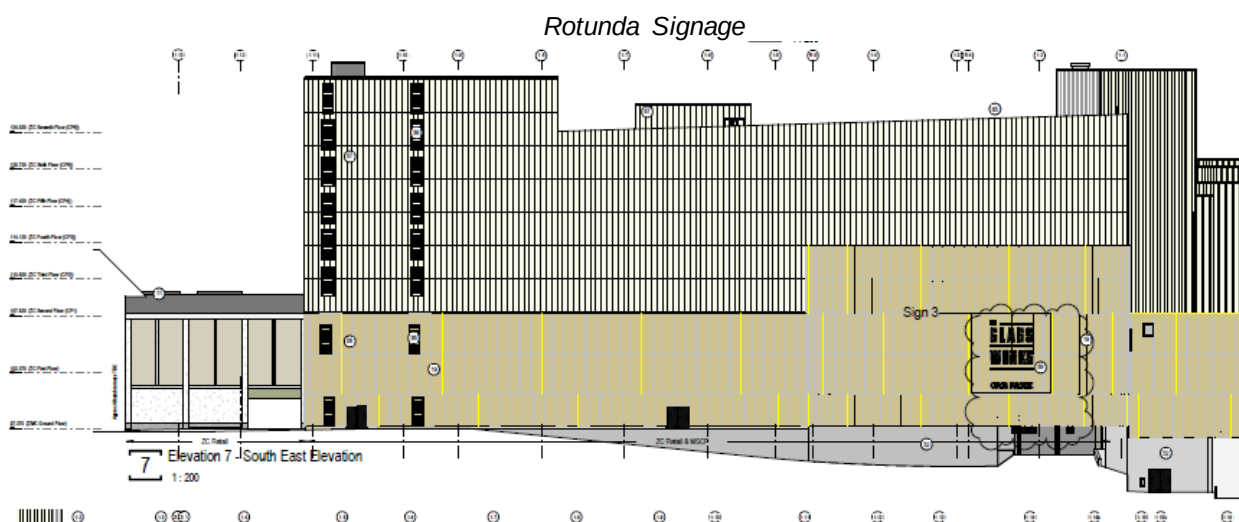


Proposed Development

The applicant seeks permission to erect 3no. individually designed signs to advertise the business premises. One signage location is to be on the rotunda for the multi-storey car park, another is east facing on the highest part of the building and further sign is located on the northern elevation of the cinema unit. A retailer signage zone is indicatively proposed on the eastern elevation of the Cinema unit.

Site Plan





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 3rd 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.

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.

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

T4 – New Development and Transport Safety

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 139 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

The following consultation responses have been received:

Design & Conservation – No objections

Local Ward Members – Highlight need to carefully assess light pollution impact

Pollution Control – No objections

Network Rail – No observations

Representations

The application was advertised by way of a press notice, site notice and consultation letters which were sent to units/properties adjacent to the proposal site. No formal representations have been received.

Assessment

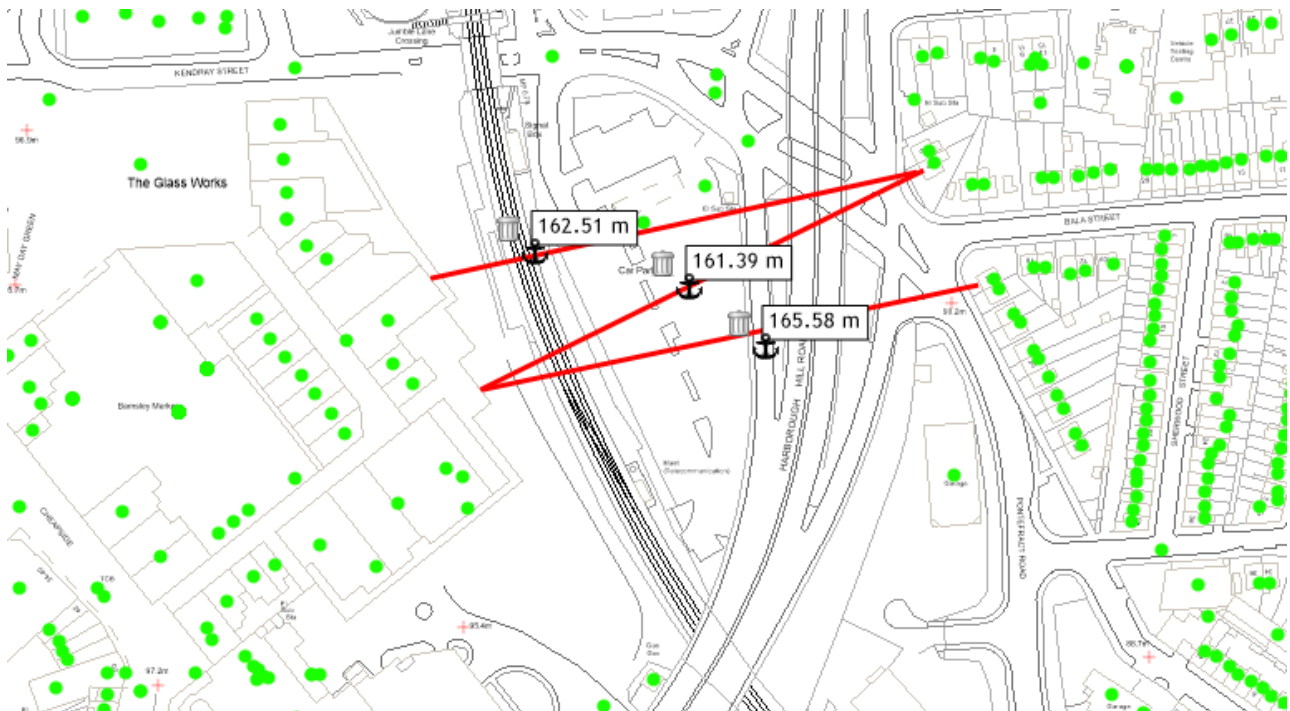
Principle of Development

The site is located within the Markets Area of the Town Centre. The advertisements relate to an (predominately) E use upon a structure within the primary shopping area as designated under LP Policy TC1. As the signage relate to the use on site in a conforming designation, the principle of advertisement consent is deemed to be acceptable and in line with the requirements of Local Plan Policies TC1 and BTC12. 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 nearby – some residential dwellings are located approximately between 160m and 165m away on Pontefract Road but these dwellings are situated at a lower level and are mostly screened from view by the highway bypass. Properties further north on Queens Road and on surrounding streets may have a view of the new signage, however the signage is a sufficient distance away so as not to significantly impact those

properties and the signage is expected to blend in with the wider back drop of the Town Centre which is also illuminated at night throughout the year.



(The above red lines indicate the distance of the eastern sign and signage zone from the nearest residential properties.)

Moreover, the signs' illumination levels are set at a relatively low level and at a degree that does not risk unacceptable light pollution. In any case, the advertisements will be conditioned to conform with the Institute of Lighting Professionals guidance. 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

All of the signs are indicated to be of a high quality appearance and material composition which are sympathetically sized in relation to the host building. Indeed the signs are proportionate to the height and width of the elevations upon which they will be situated and are therefore likely to give rise to an image of quality, confidence and permanence. The signage zone will be conditioned so that any future signage must be erected in a monochrome colour on gold bracketry.

On the basis of the above analysis, the advertisements are considered to be in line with the SPD Advertisements as well as Local Plan Policies GD1 and D1 as they are appropriate to the scale, role, function and character of the Glassworks and the surrounding area.

Highway Safety

The eastern and southern signs will be visible from the Highway bypass that traverses from south to north to the east of the Glassworks. North bound vehicles are highly unlikely to be able to view the signs therefore views will be restricted to southbound traffic only. The signs will be in the eye line of highway users but it is not anticipated, cumulatively with the Cineworld signage further north, to be close enough or large enough to be a distraction from the southbound carriageway, is statically illuminated and composed of a simple black font with three short words 'the Glass Works'. Indeed the sign is further away than similar signage present on the roundabout adjacent to Meadowhall Shopping Centre and likely to be less of a distraction at a less complicated junction compared to the signage at Meadowhall (presented below).



The sign on the northern elevation will be visible from the turning head created in Interchange Square as well as by buses within the Interchange turning head however, given the high-level of the signage relative to the proximity of the road infrastructure the signs will be out of the view of vehicles manoeuvring in both areas.

Overall the signage is found to be acceptable in respect of highway safety in accordance with LP Policy T4 – New Development and Transport Safety

Conclusion

The proposed signage scheme is a high quality addition to the Glassworks that is proportionate to the shopping centre upon which they will be situated. The development and advertisements cater for a daytime retail use that will ensure the vibrancy, vitality and viability of the town centre without incurring negative impacts to residential amenity or highway safety.

Recommendation

Grant (both applications) subject to conditions