



Barnsley Metropolitan Borough Council
Planning and Transportation Service Planning and Building Control,
Barnsley MBC,
PO Box 634,
Barnsley,
S70 9GG

Ref: 033-032
Via Planning Portal (ref. PP-11739610)

Date: 22 December 2022

Dear Sir or Madam,

Application for Advertisement Consent for New Signage

Units 6 and 7, The Glass Works, Barnsley, S70 1GW

We are pleased to enclose an application for advertisement consent submitted on behalf of our client, The New World Trading Company Limited (NWTC), for external signage at the above address ('the site') within The Glass Works that will operate as 'The Botanist'.

New World Trading Company

Founded in 2011, NWTC has become an established operator of popular leisure venues comprising a variety of brands including 'The Club House', 'The Florist' and 'The Botanist', trading from over 30 sites across the UK.

Critical to the success of the new venue is securing permission for suitable signage that reflects the brand and the surrounding. The proposal will allow the new tenant to occupy and trade from the unit as a bar / restaurant.

The forthcoming occupation of this site will support the vitality and viability of Barnsley town centre and will generate circa 50/60 significant employment opportunities, including: five FTE management jobs; 15 bar jobs; 20 kitchen jobs (prep chefs, kitchen porters, junior sous chefs, sous chefs, and head chef); up to five cleaning jobs; along with sales; doormen and musicians.

The site

The site is units 6 and 7 of The Glass Works, a mixed-use complex of retail, restaurant, café and leisure units alongside a new public square located within Barnsley town centre. The works to construct the site were consented through planning permission 2017/0586.

The site is located on the ground floor in the northern part of The Glass Works complex. The surrounding units include a Starbucks café to the south and a Cineworld cinema above. The western elevation borders the new public square which benefits from an external seating area.

The site is within an accessible, central location located within a 2-minute walk from Barnsley Interchange, a combined train and bus station that provides links within Barnsley and the wider region.

The application pack

In support of this application for advertisement consent the following documents have been submitted via the Planning Portal:

- This cover letter
- Application form and related fee
- Location plan (ref. NW22-015)
- Site plan (ref. NW22 - 018)
- Proposed signage drawing (ref. NW22 - 13) – this includes the floorplan
- Proposed elevations (ref. NW22 – 16)
- Existing elevations (ref. NW22 – 17)

The proposal

This application proposes the installation of 3 no. Botanist logo vinyls, a 3D illuminated sign and a freestanding battery menu box across two elevations.

The west elevation is the front and principal elevation of the building. This application proposes to introduce a 3D illuminated sign (Sign A in the proposed signage drawing) above the main entrance. The sign involves a large feature Botanist signature boarded above a window. The sign will be manufactured from mild steel, sprayed to RAL 7022 with opal glass sitting in front of LED strip hidden within the lettering.

Applied onto the north elevation ground floor windows there are proposed to be 3 no. Botanist logo vinyls.

The freestanding menu box will be positioned in front of the main entrance and will be illuminated through a built-in battery and illuminated light. The menu box will be freestanding and carried inside overnight.

Further details can be found within the submitted plans accompanying this application.

Relevant planning policy and guidance

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that applications for planning permission be determined in accordance with the development plan unless material considerations indicate otherwise. In Barnsley, the statutory development plan currently comprises of the adopted Barnsley Local Plan (2019-2033). Other relevant planning policy and guidance also material to this application are the Advertisements Supplementary Planning Document (2019) and the National Planning Policy Framework (NPPF) (2021).

Barnsley Local Plan

Policy SD1, outlines the presumption in favour of sustainable development contained in the National Planning Policy Framework. Through this, the council seek to approve development that improves the social, economic and environment conditions in the area.

The site is located within the Urban Barnsley location of growth. Policy LG2 sets out that priority will be given to development with these areas, with Urban Barnsley expected to accommodate the most significant growth of all development areas.

Explanatory paragraph 8.2 outlines that Barnsley's economy needs to grow significantly to fulfil its potential. To do this, the Local Plan supports economic growth through the provision of new employment sites and premises to attract new investment and businesses.

Policy TC1 outlines most of the new retail and town centre development will be directed to Barnsley town centre to ensure it continues to fulfil its sub-regional role. 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.

The daytime and evening economy is considered in Policy BTC1, which states:

'Preference will be given to pubs, clubs, restaurants, cafés and night-time entertainment uses which:

- *Cater for a range of customers and are family friendly;*

- *Are open throughout the day and evening;*
- *Maintain an active street frontage throughout the day and evening;*
- *Serve food; and*
- *Complement other leisure activities'.*

Explanatory paragraph 16.21 highlights the importance of providing a complimentary range of activity within the town centre during both the daytime and evening and appeal to a wide range of social and age groups.

Paragraph 16.23 emphasises the focus on family friendly venues, particularly those open throughout the day and evening, serve food (preferably for customers to consume whilst sitting down), and maintain an active frontage to the street.

Policy BTC12 considers the Market Area District wherein the application is situated. It states that '*shops, offices, leisure developments, and food and drink uses*' will be allowed within this area.

Policy BTC13 sets out that uses that support the liveliness and economic strength of the town centre will be supported within the Glass Works development site, this includes the development of food and drink uses.

Paragraph 16.74 writes that the aim of this policy is to '*redevelop the existing town centre and create a new high quality retail and leisure centre for Barnsley*'.

Policy D1 relates to high quality design and place making. It outlines that development is expected to be of high-quality design and will be expected to respect, take advantage of and reinforce the distinctive, local character and features of Barnsley. Through its layout and design development should:

- *'Contribute to place making and be of high quality, that contributes to a healthy, safe and sustainable environment;*
- *Complement and enhance the character and setting of distinctive places, including Barnsley Town Centre, Penistone, rural villages and Conservation Areas;*
- *Provide an accessible and inclusive environment for the users of individual buildings and surrounding spaces;*
- *Create clear distinctions between public and private spaces;*

- *Display architectural quality and express proposed uses through its composition, scale, form, proportions and arrangement of materials, colours and details;*
- *Make the best use of high quality materials';*

Policy GD1 outlines that developments should be compatible with neighbouring land and will not significantly prejudice the current or future use of the neighbouring land.

Advertisements Supplementary Planning Document (2019)

This Supplementary Planning Document (SPD) supplements Local Plan Policy D1 of the Barnsley Local Plan. Paragraph 6.1 notes 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.'*

Paragraph 7.1 of the SPD outlines that *'well designed signs can project an image of quality, confidence and permanence,'* and that the council is likely to approve signs which are in character with the scale and architectural features of the building.

In section 8 of the SPD, it states that excessive illumination causes light pollution and is a waste of energy as well as that signage and lighting should not adversely impact the amenity of local residents or undermine highway safety.

National Planning Policy Framework

Paragraph 86 of the NPPF, sets out that *'decisions should support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management and adaptation.'*

Paragraph 136 of the NPPF outlines that poorly sited and designed advertisements can affect the quality and character of places. It also states that *'advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.'*

Key considerations

The principle of the use has already been accepted and the site is currently in the middle of its fit out. The occupation of this site by The Botanist, a popular brand, is a good news story for The Glass Works and Barnsley as a whole, particularly as the venue will support new employment opportunities and vitality and viability of the wider town centre.

The proposed signage would help market The Botanist and is in line with their brand. Considering the wider Glass House complex, the proposed signage is modest in scale and would not detract from the wider development or infringe the operations of adjoining tenants.

The only illuminated sign will be above the door facing the new public square and due to its modest size and location, should not cause excessive light pollution or affect the amenity of residents and highway users.

The proposed signage would allow NWTC to operate this site as at the nearest opportunity. The timely occupation of units within The Glass Works is critical to the regeneration of the wider town centre and is supported by policies SD1, LG2, TC1, BTC1, BTC12 and BTC13 of the Barnsley Local Plan and the NPPF.

The proposed signage is a modest, high-quality addition to the existing Glass Works development and would accord with policies D1 and GD1 of the Barnsley Local Plan, Advertisements SPD and the NPPF.

The proposal accords with national and local planning policy and the applicant is keen to install the signage as soon as possible as to ensure the unit can be occupied without delay.

We trust the above is sufficient to validate and consider the application and we look forward to hearing from you at your earliest convenience.

Yours faithfully,

A black rectangular box redacting the signature of Olivia Carr.

Olivia Carr

cc: NWTC

enc: as above