
2024/0979

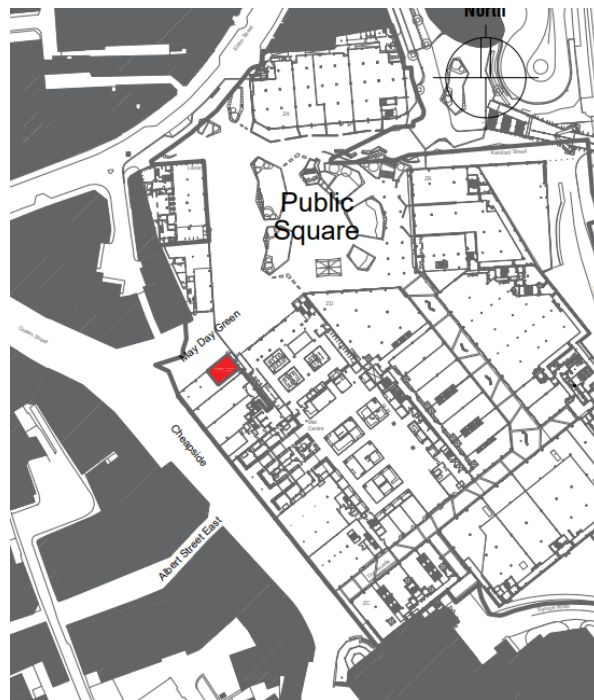
Nailmaker Brewing Co.

5A Glassworks, Barnsley, S70 1GW

Display of internally illuminated signage to bar (Retrospective).

Site Description

The application relates to a commercial unit forming part of The Glass Works development in the Town Centre that is occupied by Nailmaker Brewing Co. The application unit is located to the south-west of The Glass Works Square and adjacent to the northern entrance of Barnsley Markets. The unit is in a primary shopping area that is characterised by other existing commercial uses with similar signage and shop frontages.



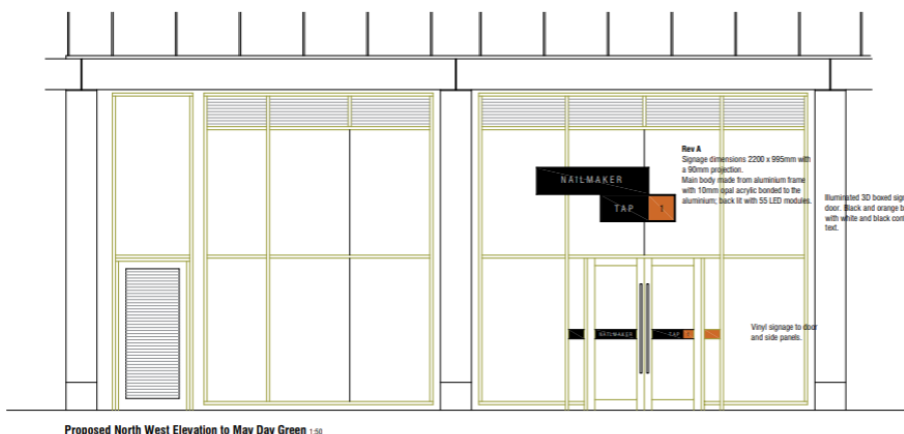
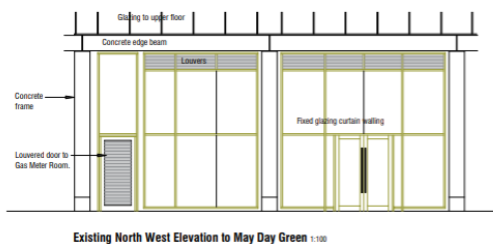
Planning History

There is an extensive planning history associated with the Glass Works development dating to 1992. However, the most recent and relevant applications are as follows:

1. 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. – Approved.
2. 2022/0375 – 1 x Externally fixed illuminated fascia sign. – Approved.
3. 2023/0514 – Display of non-illuminated shop fascia and projecting bus stop signs. – Approved.
4. 2024/0821 – Installation of 1no. internally illuminated fascia sign and 1no. internally illuminated projecting sign. – Approved.
5. 2024/0982 – Installation of non-illuminated fascia and projecting signage, and installation of internal digital marketing display (Amended Plans and Description). – Approved.

Proposed Development

The applicant is seeking approval for the retrospective installation of an internally illuminated fascia sign, and vinyl signage to the door and side panels. The fascia and vinyl signage adopts a black and orange colour scheme with white lettering, and the fascia signage has a maximum illuminance level of 500 cd/m².



Rev A 24.11.24 - Add size and construction information for signage.

Unit 9A The Glassworks May Day Green Barnsley	
Proposals	
External Signage	
 architectural design and building consultants	
Fairfield House Barnsley Close Barnsley S70 2PL Tel: 0781668300 E: mark@mboothdesign.co.uk	
Scale: 1:100 1:50 @ A3	Drawn: MJR
Date: Nov 2024	Ref: 24.27
Dwg No: W003	Rev: A
<small>Copyright Reserved. All drawings to be used for construction purposes only. Information is valid for 12 months from the date of issue.</small>	

Policy Context

Planning decisions should be made in accordance with the current development plan policies unless material considerations indicate otherwise; the National Planning Policy Framework (NPPF) does not change the statutory status of the development plan as the starting point for decision making. The Local Plan was adopted in January 2019 and is accompanied by seven masterplan frameworks which apply to the largest site allocations (housing, employment, and mixed-use sites). In addition, the Council has adopted a series of Supplementary Planning Documents and Neighbourhood Plans which provide supporting guidance and specific local policies which are a material consideration in the decision-making process.

The Local Plan review was approved at a full Council meeting held 24th November 2022. The review determined that the Local Plan remains fit for purpose and is adequately delivering on its objectives. This means, no updates to the Local Plan, in whole or in part, are to be carried out ahead of a further review, which is due to take place in 2027, or earlier, if circumstances require it.

Local Plan Allocation – Town Centre

The site is located within Barnsley Town Centre. Therefore, the following policies are relevant:

- ***Policy SD1: Presumption in favour of Sustainable Development.***
- ***Policy D1: High quality design and place making.***
- ***Policy GD1: General Development.***
- ***Policy POLL1: Pollution Control and Protection.***
- ***Policy TC1: Town Centres.***
- ***Policy BTC12: The Markets Area District.***
- ***Policy T4: New Development and Transport Safety.***

National Planning Policy Framework (December 2024)

The NPPF sets out the Government’s planning policies and how these are expected to be applied. The core of this is a presumption in favour of sustainable development. Proposals that align with the Local Plan should be approved unless material considerations indicate otherwise. In respect of this application, relevant sections include:

- ***Section 12: Achieving well-designed places.***

Supplementary Planning Document(s)

- ***Advertisements.***
- ***Shop front designs.***

Consultations

Regeneration	No response.
Urban Design Officer	No objection.
Pollution Control	No objection.
Local Ward Councillors	No responses.

Representations

Neighbour notification letters were sent to surrounding properties. A site notice was placed nearby, expiring 20th December 2024. No representations were received.

Assessment

For the purposes of considering the balance in this application, the following planning weight is referred to in this report using the following scale:

- Substantial
- Considerable
- Significant
- Moderate
- Modest
- Limited
- Little or no

Principle of Development

Barnsley Town Centre is the dominant urban centre in the borough. To ensure that it continues to fulfil its sub-regional role, support will be given to proposals if they would maintain and enhance the vitality and viability of the town centre.

The erection of signage is considered acceptable in principle if it would be appropriate in scale and respectful of local character. Any proposal will also be expected to demonstrate that it is not likely to result, directly or indirectly, in an increase in light or other pollution which would unacceptably affect or cause nuisance to the natural and built environment or to people.

Visual Amenity

The application unit forms part of the Glass Works development and is in a primary shopping area of the Town Centre which is characterised by existing commercial uses with similar signage, displays and shop frontages.

The retrospective signage scheme comprises the installation of one fascia sign to the glazing above the entrance and vinyl applied to the door and side glazing panels. The fascia sign is modest in size and adopts a black and orange colour scheme with white 'NAILMAKER TAP' and '1' lettering. The vinyl adopts the same colour scheme with the same lettering.

The Council's Senior Urban Design Officer was consulted, and their response states that a greater depth of projection would have been preferred to the individual letters of 'NAILMAKER TAP 1' as the installed sign adopts a minimal projection which makes the signage appear flat which is something that is trying to be avoided on the shop frontages for the Glass Works. The previous signage had a more pronounced 3D projection which was desirable. However, the retrospective signage achieves a good degree of transparency with unhindered views into the heart of the unit which reflects the overriding themes of the 'shopfront design guide for the Glass Works'. Whilst it is unfortunate that this is a retrospective application, on this occasion, it is not considered that a request to significantly increase the depth of the signage projection would be justifiable. The retrospective signage scheme sympathetically reflects the design and type of similar signage to other units within the Glass Works development and surrounding area and would adopt a consistent colour scheme throughout with an appropriate scale and level of illuminance for its setting. As such, this weighs moderately in favour of the development

The proposal is therefore considered to comply with Local plan Policy D1: High Quality Design and Placemaking and would be acceptable regarding visual amenity.

Residential Amenity

The installation of illuminated signage is considered acceptable in principle if it would not result in an unacceptable increase in pollution which could otherwise affect or cause nuisance to the natural and built environment or to people.

The application unit forms part of The Glass Works development and is in a primary shopping area of the Town Centre that is characterised by existing commercial uses with similar signage with no residential properties in the immediate vicinity. The signage therefore adopts an appropriate scale and level of illuminance for its setting. This therefore weighs modestly in favour of the development.

The proposal is therefore considered to comply with Local Plan Policy GD1: General Development and Local Plan Policy POLL1: Pollution Control and Protection and would be acceptable regarding residential amenity.

Highway Safety

The retrospective scheme adopts an illuminance level well within the recommended maximum levels and would adopt static illumination and be of a similar scale and similar placement on the building frontage as previous signage and other existing signage in the area. The signage also faces onto a pedestrianised street setting with limited access for vehicles that is readily controlled. This therefore weighs modestly in favour of the development.

The proposal is therefore considered to comply with Local Plan Policy T4: New Development and Transport Safety and would be acceptable regarding highway safety.

Planning Balance and Conclusion

In considering the above assessment, the retrospective signage is considered acceptable regarding visual and residential amenity and highway safety. The scheme sympathetically reflects the design and type of similar existing signage to other units in The Glass Works development and surrounding area. The scheme also adopts a consistent colour scheme throughout with an appropriate scale and level of illuminance for its setting. As such, this application is recommended for approval.

**Recommendation -
Approve with Conditions**