

Applicant: Mr Theo Fordham

Proposal: Installation of signage across two elevations including 3D illuminated sign (above the entrance door), a freestanding battery menu box and 3 no. window vinyl stickers

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

Site Description

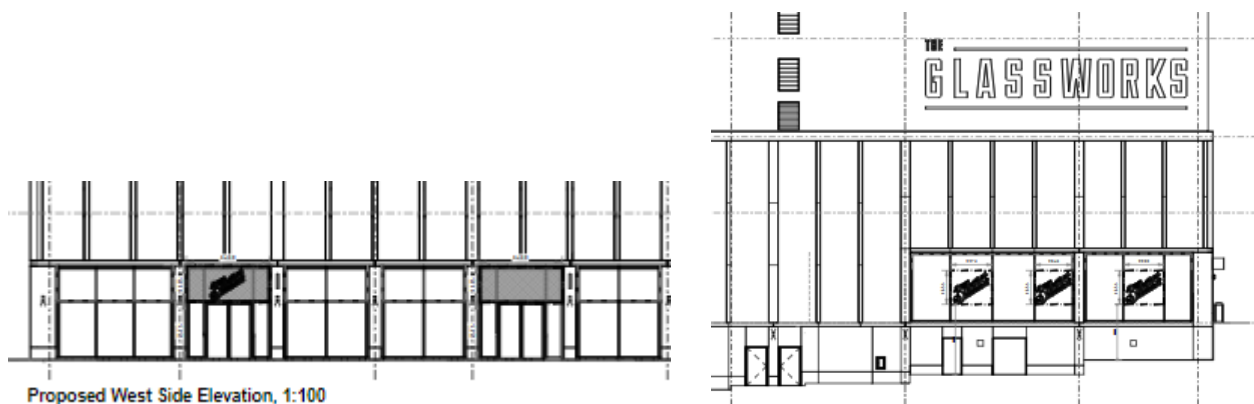
The application relates to units 6 and 7 of the Glassworks Development in the Markets District of Barnsley Town Centre. The unit is on the ground floor of this building which fronts onto the new town square and has a side elevation facing Interchange square. The units are in a building which includes the cinema. The signage is already displayed.

Proposed Development

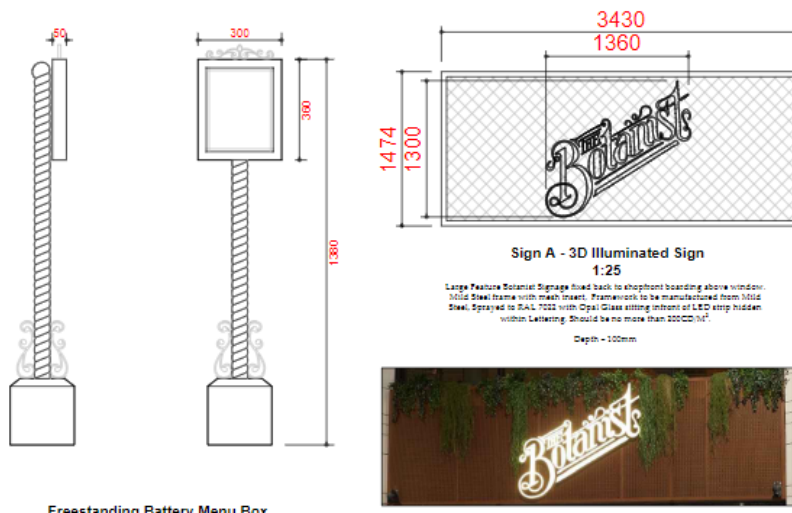
The proposal is for 3 no Botanist logo vinyls on the North/side elevation, a 3D illuminated sign (200cd/m²) and freestanding battery menu box and additional mesh screen on the west/front elevation. The application drawings have been amended to reflect the signage as displayed and clarification has been provided that Botanist' wording will not be added to the additional mesh screen on the west/front elevation.

Proposed elevations: west (front)

north (side)



Proposed freestanding sign and details of fascia sign:



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

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 was adopted by the Council in January 2019. The Council has also adopted a series of Supplementary Planning Documents which are other material considerations.

The Local Plan review was approved at the full Council meeting held on 24th November 2022. The review determined that the Local Plan remains fit for purpose and is adequately delivering 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. The next review is due to take place in 2027 or earlier if circumstances require it.

The application site is in an area designated as The Markets Area within Barnsley Town Centre in the Local Plan.

The following policies are relevant:

Policy GD1 General Development – Development will be approved subject to assessment against a range of criteria, including 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.

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.

Other planning guidance

The Glassworks Shopfront Design Guide

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

Design Officer: Initial comments: Expressed concern that the proposed signs did not accord with the guidance in the Shopfront Design Guide for the Glass Works, in particular in respect of the siting of signs outside the shopfront/on the public realm; and in respect of the repeated use of logos/retailers names and the extent to which signs retain the transparency of the Glass Works.

In response to amended plans: Further clarification is required to show the brown wire mesh that has been installed above the second set of doors facing the new town square and confirmation that it won't contain the wording 'The Botanist'. The mesh blends in well, doesn't appear as a solid board and is softened by the planting and structures in the foreground boarding the external seating area. The freestanding box menu is also on site, is low key in design and illumination and subject to it being brought into the bar during closing hours is acceptable. The three vinyls on the north elevation facing Interchange Square are accepted as an exception to the shop front design guide because they serve a function to direct pedestrians. Confirm no objections provided the plans are further amended to include the mesh over the second set of doors, as currently in place, and confirmation that lettering won't be added to that mesh.

Ward Councillors – no comments received

Representations

The application was advertised by way of a site notice (10 to 31 January) and consultation letters which were sent to units/properties 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 part of the Glass Works that has planning permission for a range of uses including use as a restaurant and a pub or drinking establishment. The advertisements therefore relate to an authorised use and the principle of consent is acceptable subject to matters of detail.

Visual Amenity

The application has been amended to reflect the advice of the Design Officer. It is considered that the proposed signs are of high quality, 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. Although the signs are not wholly in compliance with the Glassworks Shopfront Design Guide, it is accepted that overall, their appearance is acceptable and the signs are otherwise in compliance with 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; that illumination is limited as specified; 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. The submitted drawings show an area of outdoor seating which was part of the planned layout and is already in place.

Highway Safety

The signs on the north elevation facing towards Interchange Square where there is vehicular and pedestrian access are not illuminated. The proposed signs on the west elevation facing towards the new town square where there is only pedestrian access are illuminated but relatively modestly. The proposed signs do not adversely impact upon highway safety 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

The proposed signs are a high quality addition and proportionate to the unit upon which they will be situated. The signs will ensure the vibrancy, vitality and viability of the town centre without incurring negative impacts to visual amenity or public highway safety

Recommendation

Grant subject to conditions