
2023/0915

Mr Liam Jowett

16 - 18 Shambles Street, Barnsley, S70 2SW

Display of various signage on building including 3 x Internally Illuminated Aluminium Tray signs, 2 x Flags, 1 x Vinyl Text, 1 x Wall Vinyl and 7 x Up & Down Lighters.

Site Description

The application relates to a two-storey, brick-built semi-detached building with a rooftop terrace, accommodating Soho Music Institute: a town centre bar and club. Its frontage comprises white painted render brick pillars, three sets of aluminium framed bi-folding doors with Juliet balconies, and relatively plain black and white fascia signage.

The building is prominently located within Barnsley town centre, fronting Shambles Street and in proximity of Barnsley Sixth Form College and opposite the Centenary Square and Town Hall: a grade II-listed building. The building is located directly adjacent to a Conservation Area. To the east is a public footpath which leads onto Graham's Orchard with a pub and restaurant beyond. Adjoining the building to the west is Yorkshire House: a three-storey building comprising ground floor commercial units and first and second floor apartments. To the rear of the building is a public pay and display car park.



Planning History

There is an extensive planning history associated with the application site dating back to 1977; however, the most recent and relevant applications are as follows:

- 2019/0001 – Removal of existing roof structure to enable formation of roof top bar and association alterations including closing up former window openings with glass panels. – Approved.
- 2019/0002 – Erection of internally illuminated fascia sign on front elevation. – Approved.
- 2023/0822 - External alterations to ground floor building frontage including removing 2 sets of existing aluminium framed double doors to front elevation and the blocking up with a painted rendered finish and alterations to the remaining double doorway to create new main entrance with timber framed glazed inner lobby doors, plus a bi-folding set of outer doors. – Approved.

Proposed Development

The applicant is seeking approval for the display of various signage, including 3 no. internally illuminated Aluminium tray signs, 2 no. flags, vinyl text, wall vinyl, and 7 no. up and down lighters. The proposal would also see the building's frontage rendered in two colours: grey and copper.

The internally illuminated Aluminium tray signs (signs A, B and C) would be located on the north and south elevations of the building and would display updated branding comprising a black coloured background with 'Soho Social' and 'Rooftop@' in white and copper coloured acrylic lettering.

The flags (sign D) would be located on the north elevation of the building. The signs would be positioned approximately 5.3 metres above ground level, project from the building by approximately 0.5 metres, and have a height of approximately 2 metres.

The flags would be fabric and would display updated branding comprising a copper-coloured background with 'Soho Social' in printed black lettering.

The vinyl text (sign E) would be located on the north elevation of the building. It would display updated corporate branding and text directing customers to social media pages. The sign would adopt a colour scheme consistent with other signs.

The wall vinyl (sign F) would be located on the north elevation of the building. It would display updated branding and text outlining the operations of the business. The sign would adopt a colour scheme consistent with other signs.

Existing downlights will be replaced by 7 no. new up and down lights located on the north elevation of the building. The lights would be relatively small in scale and would be finished black.



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 now 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 the full Council meeting held 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.

Local Plan Allocation – Town Centre

The site is located within Barnsley Town Centre and the proposals would affect the setting of the Regent Street/ Church Street/ Market Hill Conservation Area; therefore, the following policies are relevant:

- ***Policy SD1: Presumption in favour of Sustainable Development.***
- ***Policy GD1: General Development.***
- ***Policy D1: High quality design and place making.***
- ***Policy POLL1: Pollution Control and Protection.***
- ***Policy TC1: Town Centres.***
- ***Policy HE1: The Historic Environment.***
- ***Policy HE4: Developments affecting Historic Areas or Landscapes.***
- ***Policy T4: New Development and Transport Safety.***

Supplementary Planning Document: Advertisements

The aim of the system is to regulate advertisements in the interests of 'amenity' and 'public safety'. The main issues in determining an application will therefore, usually be:

- The impact of the advertisement on the appearance of the site or building upon which it is displayed and upon the visual character of the area; and
- The impact of the proposal upon the safety of pedestrians and vehicles.

National Planning Policy Framework

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 policies include:

- ***Section 12: Achieving well designed places.***
- ***Section 16: Conserving and enhancing the historic environment.***

Planning (Listed Buildings and Conservation Areas) Act 1990

- ***Section 16: Decision on application.***
- ***Section 66: General duty as respects listed buildings in exercise of planning functions.***

Consultations

Local Ward Councillors, Highways DC, Public Rights of Way, Pollution Control, and a Conservation Officer were consulted on this application. In addition to the statutory 21-day consultation period, a 14-day re-consultation period was also carried out due to the submission of an amended scheme.

Pollution Control, Highways DC and the Conservation Officer offered no objection to the amended scheme with no requirement for specific conditions. Pollution Control did not respond; however, a general informative will be included in any forthcoming decision due to an adjacent public footpath. No responses were received from Local Ward Councillors.

Representations

Neighbour notification letters were sent to surrounding properties and the application was advertised by way of a site notice and press notice, expiring 9th November 2023. No representations were received; however, as the re-consultation period has not yet expired (21st November 2023), the application will not be determined until such a time that the consultation period has ended.

Assessment

Principle of Development

Local Planning Authorities should look for opportunities for new development within conservation areas, world heritage sites, and within the setting of heritage assets, to enhance or better reveal their significance. Proposals that preserve those elements of setting that make a positive contribution to the asset (or which better reveal its significance) should be treated favourably.

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 provided that they would maintain and enhance the vitality and viability of town centre.

The erection of signage is considered acceptable in principle provided that 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.

Design, Heritage, and Visual Amenity

Sections 16 (2) and 66 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 require special regard to be had to the desirability of preserving the listed building or its setting or any features of special architectural or historic interest which it possesses.

The application property – 16 -18 Shambles Street – is located to the south of and opposite the Town Hall: a grade II-listed building and is located immediately adjacent to the Regent Street/ Church Street/ Market Hill Conservation Area. The existing property has a relatively plain frontage that comprises white painted render brick pillars, three sets of aluminium framed bi-folding doors with Juliet balconies, and black and white fascia signage. As such, the existing building is considered to be a minor negative element in the setting of the listed building and conservation area that does not erode or harm the setting to any great degree.

The initial scheme submitted raised concerns from the Conservation Officer regarding the scale, placement, illumination, and colour of some signs. Collectively, it was considered that the signs would unnecessarily draw attention and prove intrusive to the setting of the Town Hall and the Conservation Area, particularly during the evening. Amendments were therefore sought.

A revised scheme was submitted and is subject to consideration. Illuminated signage and flags would be retained albeit at a reduced scale, and a more considered colour scheme would be adopted. It is also proposed that the building's frontage would feature painted render, adopting the same updated colour scheme. It is acknowledged that the revised scheme does not address all concerns raised by the Conservation Officer, mainly in that the retention of an illuminated sign and external lighting to the front of the building could draw attention from surrounding heritage assets. However, in this instance, and in the context of similar surrounding illuminated signage and external lighting, the proposal is not considered to be unduly harmful. It is recognised that the applicant has taken significant steps to alleviate a majority of concerns raised and has submitted a scheme that would greatly improve and enhance the external appearance of a prominent Town Centre building which would otherwise continue to display a relatively plain appearance and have a subdued presence within the locality.

The proposed signs and external lighting would be similarly located on the building as existing signage and external lighting. The proposed signage would introduce a modernised aesthetic and updated branding that would not detract from the design of the building, nor would they give rise to a cluttered or overly commercial appearance. Similarly, painted render would be limited to the frontage of the building as existing, and the proposed colour scheme would be cohesive and would sympathetically reflect external materials and colours seen within the locality, including those to the frontage of buildings within the Conservation Area, Barnsley Sixth Form College, and a nearby public art sculpture. It is therefore, not considered that the scheme would significantly detract from the significance of surrounding heritage assets or their setting, including the grade II-listed Town Hall and adjacent Conservation Area, and would likely positively contribute to and enhance an existing vibrant evening and night-time economy by ensuring the vitality and viability of a long-standing Town Centre business premises.

Therefore, on balance, whilst it is acknowledged that there could be some impact to the setting of surrounding heritage assets, the proposal is considered to be high quality and of a good standard of design with an appropriate level of illumination for its setting. The applicant has taken appropriate steps to alleviate initial concerns raised by the Conservation Officer, who has raised no objection to the revised scheme. The proposal would likely positively contribute to and enhance an existing vibrant evening and night-time economy by ensuring the vitality and viability of a long-standing Town Centre business premises. As such, the benefits of the proposal would outweigh any potential harm.

The proposal is, therefore, considered to conserve or enhance the character or appearance of the building in accordance with Section 66 (1) and Section 72 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 and are considered acceptable and in compliance with *Local Plan Policy HE1: The Historic Environment*, *Local Plan Policy HE3: Developments affecting Historic Buildings* and *Local plan Policy D1: High Quality Design and Placemaking* and would be acceptable regarding visual amenity.

Residential Amenity

The erection of signage is acceptable in principle provide that 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 proposal would introduce new illuminated signs that could impact the health of those who live and/ or work in the locality. However, any potential impact is not considered to be unduly harmful, especially in the context of other surrounding buildings with similar uses and signage. The internally illuminated signs would also adopt a restrained maximum luminance level.

The proposal is, therefore, considered to comply with *Local Plan Policy GD1: General Development* and would be acceptable regarding residential amenity.

Highway Safety

The application site is located to the south side of Shambles Street: a primary transport route through the town centre. A public pay and display car park is located to the rear and accessed off Graham's Orchard.

The proposed signage is not considered to be a distraction to road users, especially as the placement of projecting signage would be well above head height and illuminated signage would adopt a restrained maximum luminance level of 200cd/m². Highway safety would therefore, likely be maintained to a reasonable degree.

The proposal is, therefore, are considered acceptable and in compliance with *Local Plan Policy T4: New Development and Transport Safety*.

Recommendation

Approve with Conditions