
2025/0641

First Floor and Second Floor, The Tobacco Warehouse, George Yard, Barnsley, S70 2FA

Erection of signage to the front elevation of the property (Retrospective)

Site Description

The application relates to a restaurant within the Regent Street, Church Street and Market Hill Conservation Area. The property adjoins the Garrison, a Grade II Listed Building. The building is constructed from stone and features a hipped tiles roof. The frontage provides a bay window at first floor level.



Planning History

Application Reference	Description	Decision
2010/0732	Change of use to Cafe/Bar A3/A4 with second floor managers flat.	Approve with Conditions
2015/0666	Change of use to Café (A3) with ancillary Retail (A1).	Approve with Conditions

Proposed Development

The applicant is seeking retrospective permission to instal a vertical elongated hanging sign to the front elevation along with a smaller hanging sign adjacent to the entrance door. The signage is white coloured and included the establishment name 'Olana Med' in black lettering.

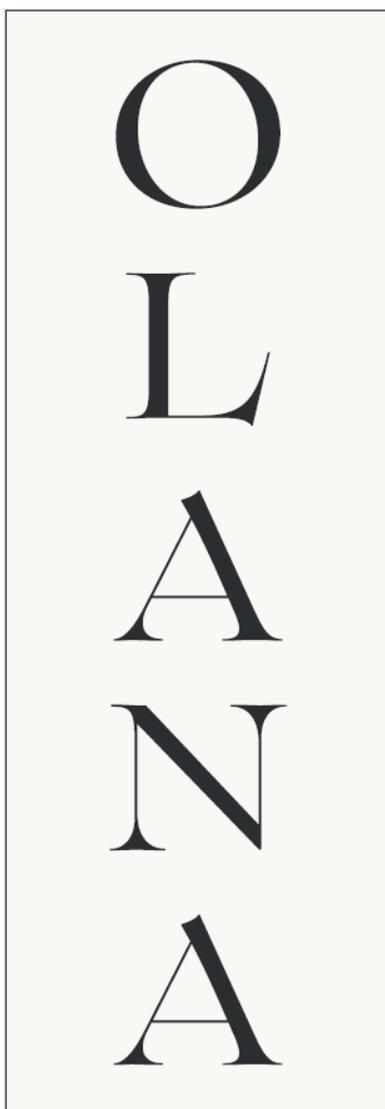


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Policy Context

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 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. 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 T4: New Development and Transport Safety.**
- **Policy BTC20: The Lanes.**
- **Policy HE1: The Historic Environment**

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 sections include:

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

Supplementary Planning Document(s)

- **Advertisements.**

Consultations

Local Ward Councillors – No response.
 Conservation Officer – No Objection.

Representations

Notification was sent out to neighbouring properties. A site notice was placed nearby, expiring 26th August 2025. No representations have been made.

Assessment

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 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

Well-designed signs can project an image of quality, confidence and permanence; whereas too many or oversized signs can give a cluttered and unattractive appearance which does not relate to either the building or the surrounding area. Excessive illumination causes light pollution and is therefore wasteful of energy. Well directed lighting can, however, aid personal safety within an area and enhance its attractiveness.

The proposed signage provides a modest projection similar to the projection of other signage in the George Yard street scene. The proposed advertising is non-illuminated and is considered in keeping with the character of the building and conservation area. The colour scheme of white with black font reflects the existing historic street signage of 'George Yard'. The signage should ensure installation affects the joints between the stone which can be fixed rather than the stone itself in order to prevent

unsightly hole filling in the future. As such a condition will be added to protect the frontage for the future.

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 proposed signage provides a modest projection which is not impactful on any neighbouring properties. No illumination of the advertisement is in place, preventing any neighbouring impacts from light pollution.

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 signage does not provide any illumination which would distract drivers and is positioned a significant height above ground level. The proposal will therefore not significantly interfere with any highway distraction.

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

Recommendation - Approve with Conditions

Conditions

1. The development hereby approved shall be carried out strictly in accordance with the plans

2025/0641 Signage Received 30th July 2025
2025/0641 Vertical Signage Received 30th July 2025

and specifications as approved unless required by any other conditions in this permission.

Reason: In the interests of the visual amenities of the locality and in accordance with Local Plan Policy D1 High Quality Design and Place Making.

2. The signage hereby approved and any future fittings and fixtures will be fitted within the joints of the stonework. Any remaining fitting holes shall be repaired to match the existing fabric.

Reason: In the interests of the visual amenities of the locality and to avoid loss of historic fabric, in accordance with Local Plan Policy HE1 The Historic Environment.

Informatives

- 1) The granting of planning permission does not in any way infer that consent of the landowner is given. Therefore, the consent of all relevant landowners is required before proceeding with any development, including that of the Council as landowner.

If it should transpire that the applicant does not own any of the land included in this consent, then it is the responsibility of the applicant to seek all necessary consents and approvals of the landowner.