

2022/0157

Parkway Entertainment Company Ltd

Reinstatement of the historic signage including 7 no. projecting illuminated letters, 7 no. illuminated letters fixed at high level on the building and the reinstatement of the historic Readograph above the entrance

Parkway Cinema, 62 - 68 Eldon Street, Barnsley, S70 2JL

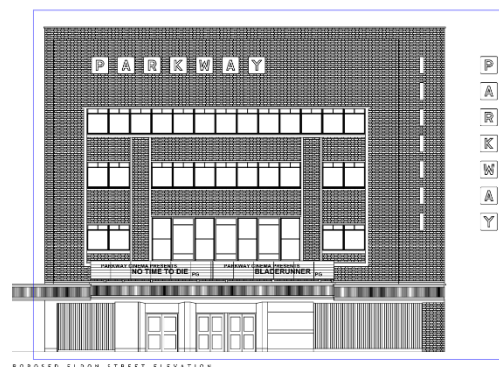
Site Location & Description

The site is located on the one way town centre ring road, within the Market Hill District and the Regent Street/Church Street/Market Hill Conservation Area and is occupied by the Parkway Cinema, previously the Odeon Cinema. The building is constructed from red brick with buff brick insert panelling detail; indication of the previous signage is evident within the front elevation of the building.



Proposed Development

The applicant seeks permission for the reinstatement of the historic signage including 7 no. projecting illuminated letters, 7 no. illuminated letters fixed at high level on the building and the reinstatement of the historic Readograph above the entrance, similar to that which was installed on the premises in the 1960s, see picture below.



Policy Context

Planning decisions should be made in accordance with the development plan unless material considerations indicate otherwise and the NPPF does not change the statutory status of the development plan as the starting point for decision making. The development plan consists of the Core Strategy, saved Unitary Development Plan policies. The Council has also adopted a series of Supplementary Planning Documents and Supplementary Planning Guidance Notes, which are other material considerations.

Local Plan

The new Local Plan was adopted at the full Council meeting held 3th January 2019 after it was found to be sound by the appointed Planning Inspector following the examination process. This means that it now takes on full weight for decision making process in planning law terms as the development plan for the Borough, superseding the remaining saved policies from the Unitary Development Plan (adopted in the year 2000) and the Core Strategy (adopted in 2011).

HE1 Historic Environment
GD1 General Development
D1 High Quality Design and Place Making
T4 New Development and Transport Safety
POLL1 Pollution Control and Protection
BTC19 Market Hill District
BTC20 The Lanes

SPDs

Advertisements

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 4th Core Principle in 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 126 (general design considerations) and paragraph 134, which state that 'permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions'.

Paragraph 206 states the local planning authorities should look for opportunities for new development within Conservation Areas and World Heritage Sites, and within the setting of heritage assets, to enhance or better reveal their significance. Proposals that preserve those elements of the setting that make a positive contribution to the asset (or which better reveal its significance) should be treated favourably.

The site falls within the Eldon Street Heritage Action Zone, a four-year partnership project between Barnsley Council and Historic England. The Eldon Street HSHAZ will help to restore historic buildings on the west side of Eldon Street, between Regent Street and the junction of Market Hill. This part of the street is within the Regent Street, Church Street and Market Hill conservation area.

The Heritage Action Zone project will:

- Improve the physical condition of one of Barnsley' most important historic high streets and improve visitor flow and connectivity in the town.
- Create a new social and cultural hub around the historic entrance to the Civic and reconnect with local communities.
- Contribute to a sustainable model for future growth and development of the high street and wider town centre
- Involve local communities, stakeholders and young people in the programme.

The scheme will fund conservation repairs to key historic buildings through grants to building owners.

Consultations

Highways DC – No objections.

Conservation Officer – No objections

Ward Councillors – No comments received

Representations

Neighbour notification letters were sent to neighbouring properties and a site notice posted adjacent to the site; no representations have been received in relation to the application.

Assessment

Principle of Development

The site is allocated with the Primary Shopping area, within the Market Hill District and The Lanes District and Regent Street/Church Street/Market Hill Conservation Area, within the Local Plan Policies map.

The erection of the signage is deemed acceptable in principle and subsequently, consent will be granted where the development is found to be appropriate in scale and respectful of the character of the area and advertisements should not adversely impact the amenity of local residents or undermine highway safety.

Visual Amenity

It is proposed to re-instate the historic signage that once appeared on the building in the 1960s in the form of 7no. individually installed illuminated projecting letters fixed at high level in a horizontal alignment, 7 no. projecting illuminated letters in a vertical alignment and the reinstatement of the historic Readograph above the entrance. The building is located within the conservation area and it is considered that the introduction of the signage would enhance the character of the conservation area and is in keeping with the aesthetic and period design of the elevation and as such the proposal is acceptable and in line with Local Plan Policies HE1, GD1 and D1.

Residential Amenity

The building is located within the town centre and as such, it is anticipated that there will be no detrimental effect from the new signage for local residents and it will not be prejudicial to the amenity of surrounding units in line with the requirements of the SPD Advertisements and Local Plan policies GD1 and POLL1.

Highway Safety

Highways DC have not raised any objection to the proposal as it is not considered to undermine highway safety and therefore it is in compliance with Local Plan Policy T4.

Recommendation

Grant subject to conditions