
2024/0778

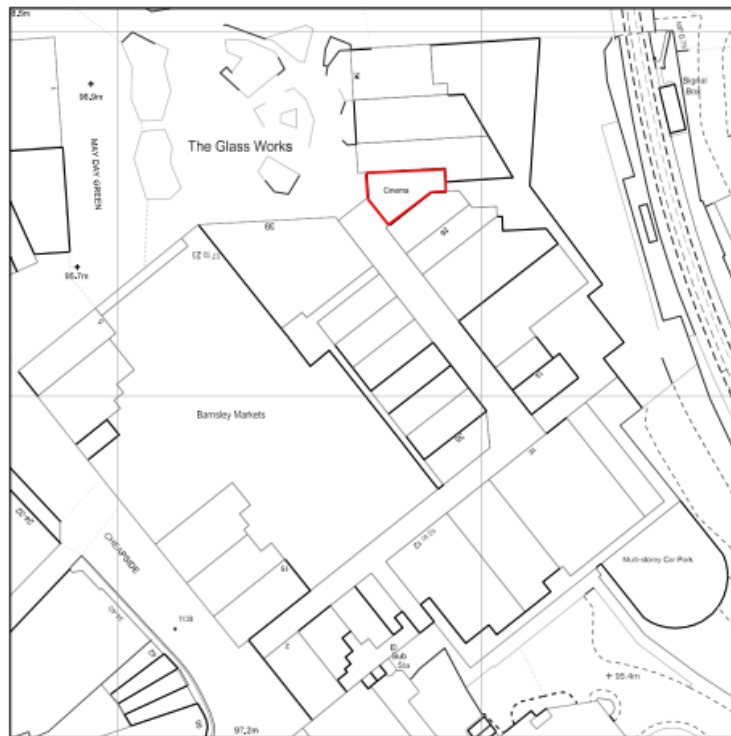
Cineworld Cinemas

30 The Glass Works, Barnsley, S70 1GW

Alterations to existing fascia sign comprising reduction to size of '4DX' sign and installation of new 'PEPSI logo' sign.

Site Description

The application relates to a unit occupied by Cineworld Cinemas in The Glassworks development. The unit is in a primary shopping centre of the Town Centre which is characterised by various other existing commercial uses with similar signage.



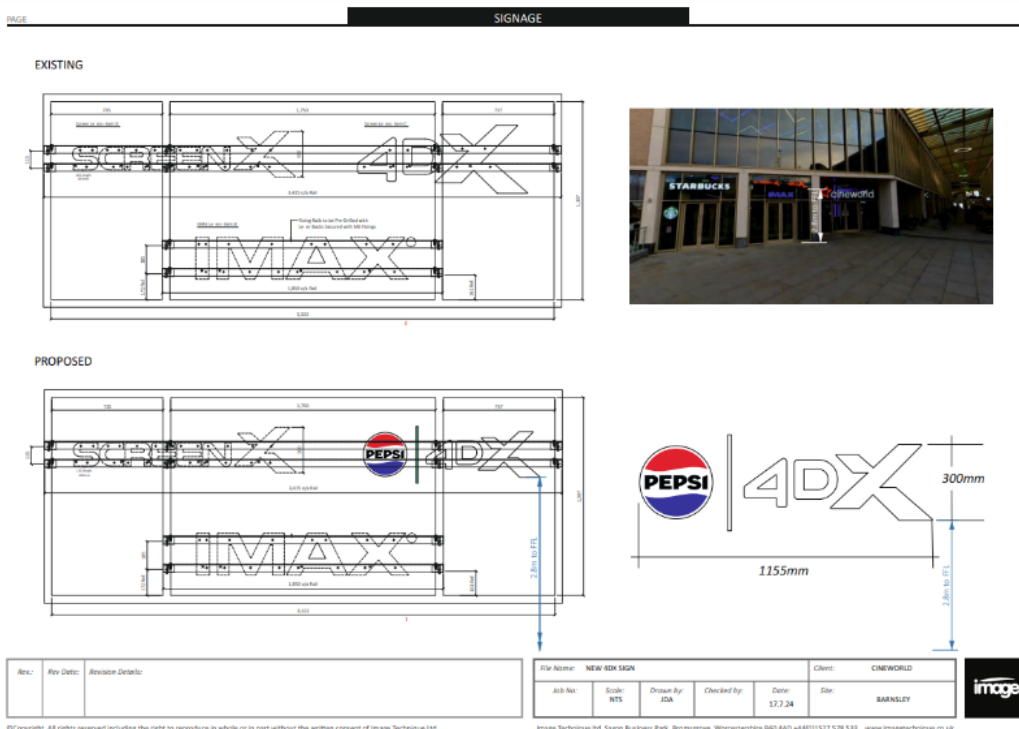
Planning History

There is an extensive planning history associated with the application site dating back 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. 2020/1096 – Display of 14 no. illuminated signs for new Cineworld Cinema. – Approved.
3. 2021/0814 – Display of various illuminated signs on the north, northeast, east and southeast facing elevation of the Glassworks development including the multiplex cinema and multi-storey car park. – Approved.
4. 2022/0898 – Erection of free-standing entrance sign for the Glass Works Multi Storey Car Park. – Approved.

Proposed Development

The applicant is seeking approval for alterations to an existing fascia sign which would comprise a reduction to the size of a '4DX' sign and the installation of a new 'PEPSI logo' sign. The fascia signage would adopt a white, blue and red colour scheme and would be illuminated internally with a maximum illumination level of 300 cd/m².



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 BTC12: The Markets Area District.***
- ***Policy T4: New Development and Transport Safety.***

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 and beautiful places.***

Supplementary Planning Document(s)

- ***Advertisements.***

Consultations

Commercial Services – No response.
Pollution Control – No Objection.

Representations

Neighbour notification letters were sent to surrounding properties and a site notice was placed nearby, expiring 4th October 2024. No representations were received.

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

The application property forms part of The Glassworks development and is in a primary shopping area of the Town Centre which is characterised by existing commercial uses with similar signage and frontages. The proposed scheme would involve minor alterations to the existing fascia signage which would comprise a reduction to the size of an existing '4DX' sign and the installation of a new 'PEPSI logo' sign. The proposed scheme would maintain the existing colour palette and would adopt an appropriate scale with an appropriate level of illumination for its setting.

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 property forms part of The Glassworks development and is in a primary shopping area of the Town Centre which is characterised by existing commercial uses with similar signage. The proposed scheme would involve the introduction of one new illuminated sign. The new 'PEPSI logo' sign would be relatively small scale with an appropriate level of illumination for its setting.

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 proposed scheme would adopt an illumination 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 existing signage. The signage would also face onto a pedestrianised street setting with limited access for vehicles that is readily controlled.

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