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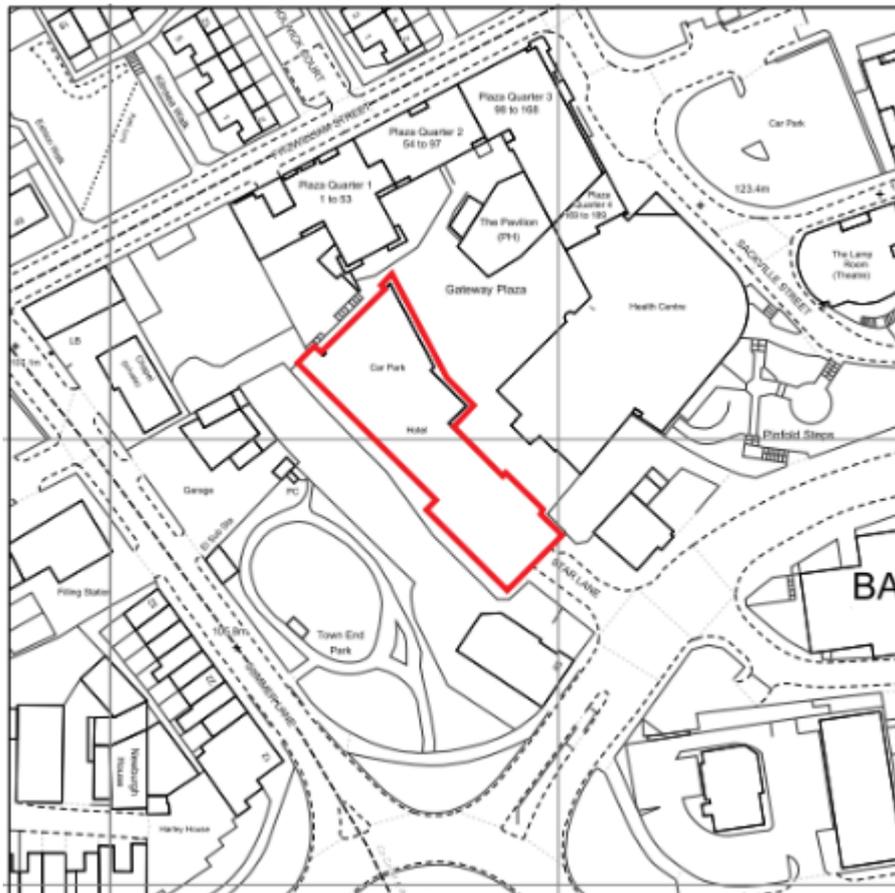
Premier Inn, Gateway Plaza Sackville Street, Barnsley, S70 2RD

Installation of replacement signs to include: 1x illuminated vertical fascia sign, and 4x illuminated horizontal fascia signs

Site Description

The application relates to 'Premier Inn' Hotel which is part of Gateway Plaza within Barnsley Town Centre. The existing building features 'Premier Inn' themed advertisements to the entrance located to the northeast elevation, to the upper of the northeast elevation, to the upper of the southeast elevation, to the upper of the southwest elevation and the upper of the northwest elevation.

The direct surrounding area is characterised by similar buildings as part of the Gateway Plaza complex. To the south of the building is Sparrow Park and to the east is the Former National Tyre Service.



Relevant Planning History

Reference	Description	Decision
2007/1891	Hotel and restaurant development (Reserved Matters).	Approve with Conditions
2008/0334	Variation of condition no's 12 & 13 of planning consent B/04/2019/BA and B/04/1468/BA to extend working hours - Monday to Friday 0800 - 1900 and Saturday 0900 - 1700.	Approve with Conditions
2009/0740	Display of internally illuminated free standing entrance sign	Approve with Conditions
2009/0784	Display of illuminated and non illuminated fascia signs and one free standing entrance sign to hotel.	Approve with Conditions
2010/0676	Retrospective application for alterations to cornice detail to Sackville Street and Fitzwilliam Street elevations and 'fin' detail to main entrance (B/04/1468/BA Minor Material Amendment)	Approve
2013/0376	Fit out of vacant commercial shell unit below Plaza level as office space including construction of single storey extension incorporating glazed curtain walling and flat roof.	Approve with Conditions

Proposed Development

The applicant is seeking permission to replace the existing fascia advertisement with re-designed illuminated fascia advertising.

One advertisement (Item12) is proposed to the hotel entrance with an approximate projection of 145 millimetres, an approximate width of 3.2 metres and height of 0.8 metres.

Four advertisements are proposed with approximate projections of 135 millimetres. Item 02 would be located to the upper of the northeast elevation, above the hotel entrance. The advert would be approximately 5.4 metres wide with an approximate height of 1.3 metres. Item 03 would be located to the upper of the southeast elevation. The advert would have an approximate width of 5 metres and an approximate height of 3.2 metres. Item 04 proposed to the upper of the northwest elevation would have identical dimensions. Item 1 would be located to the southwest elevation. The advert would have an approximate width of 1.3 metres and an approximate height of 6 metres.

All the proposed advertisement would be purple and include 'Premier Inn + logo'. All the adverts are proposed to be internally illuminated to a static illuminance level of 250 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 BTC18: Westgate/Churchfields.**
- **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 places.**

Supplementary Planning Document(s)

- **Advertisements.**
- **Professional Lighting Guide 05**

Consultations

Local Ward Councillors – No response.
Pollution Control – No Objection

Representations

Two site notices were placed nearby, expiring 30th September 2025.

No representations were received

Planning Assessment

For the purposes of considering the balance in this application, the following planning weight is referred to in this report using the following scale:

- Substantial
- Considerable
- Significant
- Moderate
- Modest
- Limited
- Little or no

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 form which this illumination takes should also be considered at an early stage. For example, a suitably designed fascia box in a solid material which allows internal illumination to show through cut out lettering can be a very effective solution, whilst internally illuminated box mounted signs in an opaque material is an unsightly option and will be discouraged. External lights can also be an acceptable solution, either by means of trough lighting or carefully designed and located spot lighting.

The adverts provide a minimal projection at 145 millimetres and 135 millimetres. The proposed advertisements are replicant of the existing signage in terms of size and scale. Additionally, the advertisement also provide a similar signage design despite their modernisation. The adverts provide a continuity of colour scheme however provide a more modern yet similar logo.

The advertisement proposed static, internal illumination at a maximum level of 250 cd/m². Given an illumination level of 300 cd/m² is permitted under the Professional Lighting Guide 05, an illuminance level of 250 cd/m² is considered an acceptable.

The prominence of the advertisement on a high location in a busy area of the town centre is acknowledged, however given the proposal is a closely matching replacement of the existing advertisement, the proposal is not considered to detrimentally alter the character of the building and surrounding area.

It is therefore considered that the advertisement is acceptable in terms of visual amenity and in compliance with Local Plan policy D1: High Quality Design and Place Making and as such carries substantial weight in favour of the application.

Residential Amenity

The proposed signage would provide no residential amenity issues to the southeast, southwest and northwest given the substantial distance to neighbouring properties. It is acknowledged the proposal would be in a closer proximity to the Gateway Plaza 1 to the northeast, however this building is a commercial property and will not have an impact on residential amenity. Additionally, the proposed advertisement provides a relatively low level of static illuminance and would be no more detrimental to the existing advertisements.

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. This carries substantial weight in favour of the application.

Highway Safety

The proposed advertisements would provide little to not projection into the highway. The proposed static illumination would provide considerably low levels of illumination and is located at a high level above the highway reducing the impact of any possible 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. This carries substantial weight in favour of the application.

**Recommendation -
Approve with Conditions**