
2025/0578

The Chambers, 18 Peel Square, Barnsley, S70 1YA

Display of illuminated and non-illuminated signs to exterior of building.

Site Description

The application relates to a public house, 'The Chamber' within Barnsley town centre and the Regent Street/Church Street/Market Hill conservation area. The site is also within the primary shopping area. The site is located adjacent to Peel Square, Wellington Street and Pitt Street. The building is a historic building and is of Gothic Revival/Scots Baronial style. The building is constructed from stone and features grey wooden windows and doors. A substantial amount of advertisement is already in situ on the building, consisting of three large 'Chambers' signs above the windows, small 'Chambers' vinyl logos in the windows and multiple poster cases.



Planning History

There is an extensive planning history associated with the application site dating back to 1974. However, the most recent and relevant applications are as follows:

1. B/02/1221/BA/AD – Display of two illuminated fascia signs and two projecting signs to public house. – Consent Granted
2. 2006/0383 - Alteration of existing windows to folding doors and new balustrade to Pitt Street elevation – Approve with Conditions

Proposed Development

The applicant is seeking permission to install new fascia signage with illumination, poster cases, frosted window vinyl's, LED lights and black lanterns.

The new fascia to the east elevation would have an approximate width of 9.2 metres and a height of 1 metre. The signage would be located centrally to the fascia with an approximate width of 4.2 metres and an approximate height of 0.7 metres. The signage will detail 'CHRONICLE' in white lettering on a hammerite finished tray sign. A trough light will be utilized to illuminate the sign with a maximum illuminance level of 200cd/m².

The two new facias to the south elevation would have an approximate width of 4.2 metres and a height of 1 metre. The signage would be located centrally to the fascia with an approximate width of 3.9 metres and an approximate height of 0.7 metres. The sign would project approximately 3mm. The signage will detail 'CHRONICLE' in white lettering on a hammerite finished tray sign. A trough light will be utilized to illuminate the sign with a maximum illuminance level of 200cd/m².

Two poster cases are proposed, one to either side of the south elevation entrance. The poster cases would have an approximate width of 0.5 metres and an approximate height of 0.66 metres. The poster case would have an approximate projection of 60mm.

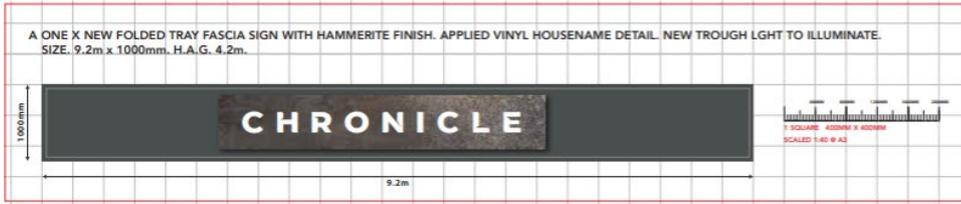
Frosted window vinyls are detailed to the south elevation windows. The design features grey coloured cogs and the name 'CHRONICLE – Town Bar / Live Sports'. The design would be approximately 1.2 metres in width with an approximate height of 0.7 metres.

A second frosted window vinyl is detailed to the corner window between the south and east elevation. A similar grey cog design is detailed with an approximate width of 0.7 metres and an approximate height of 1 metre. Above this corner window vinyl, a flat fret-cut aluminium logo with applied vinyl detail is detailed to fit within the circular window.

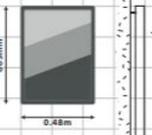
Two vinyls are detailed to the fascia above both east elevation windows advertising 'Live Sports'. The vinyl would be lettered in grey with an approximate width of 2.4 metres and approximate height of 175mm. Similarly, two vinyls are detailed to the fascia above both south elevation windows advertising 'Live Music'. The vinyl would be grey with an approximate width of 2.1 metres and approximate height of 175mm.

Two new black Decorlight-Warwick lanterns are detailed, one to be located above each entrance on the south and east elevations. The lanterns would have an approximate height of 0.65 metres and width of 0.28 metres. The lanterns would use a fixing bracket projecting approximately 0.3 metres providing a total projection of approximately 0.58 metres. The lantern details a maximum illuminance level of 200cd/m².

A total of eight new 30-Watt LED floodlights are detailed to the building; four to each elevation. The lights are detailed to face upwards towards the building and not towards any public spaces. The lights would have a maximum illuminance level of 200cd/m².



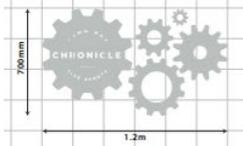
C TWO X NEW A2 LOCKABLE POSTER CASES.
 SIZE. 0.48m x 663mm. H.A.G. 1.1/1.4m.



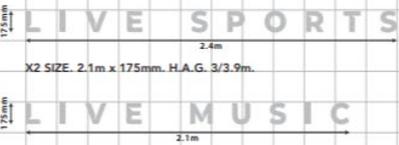
F EIGHT X NEW LED FLOODLIGHTS.
 SIZE. 0.23m x 168mm.
 H.A.G. 4/4.3/4.6/5.3/5.6/5.9/6.2m.



D THREE X NEW FROSTED WINDOW VINYL.
 X2 SIZE. 1.2m x 700mm. H.A.G. 1/1.5m. X1 SIZE. 0.7m x 1000mm. H.A.G. 1m.



G TWO X NEW SETS OF HEAT-APPLIED VINYL AMENITY DETAIL TO EXISTING FASCIAS.
 X2 SIZE. 2.4m x 175mm. H.A.G. 2.5/3.5m.



H ONE X NEW FLAT FRET-CUT ALUMINIUM LOGO WITH APPLIED VINYL DETAIL TO SPLAY CORNER WINDOW
 SIZE. 0.6m x 600mm. H.A.G. 2.3m.



- SIGNAGE COLOURS:**
- METAL EFFECT
 - WHITE
 - RAL 7043
- PLEASE REFER TO PAINT MANUFACTURER SWATCHES PRIOR TO APPROVAL



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CHRONICLE. BARNSELY. STAR. 16.06.25. 23290-PLANNING DD



PROPOSED ELEVATIONS



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 BTC17: Southgate District.***
- ***Policy T4: New Development and Transport Safety.***
- ***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.
Pollution Control – No Objection

Representations

Notification was sent out to neighbouring properties. A site notice was placed nearby, expiring 6th August 2025. A total of four representations were made by two people. The representations were in support of the proposal and highlighted the proposals in keeping design with the heritage of the building and the improved proposed lighting of the building and signage.

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 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 Proposed fascia signage would not provide a design which departs from the existing design to a degree significant enough to cause harm to the visual amenity of the building. The colour scheme is considered to be understated and again does not depart significantly from the existing colour scheme. The colour scheme is subtle and in keeping with the current character of the building. The

decision to change the name to 'Chronicle' is welcomed given the buildings history as the original housing of the Barnsley Chronicle, one of Barnsley oldest and most recognised institutions. The proposed fascia is of a replicant size to the existing fascia. The proposed Chronicle signage on both the south and east elevations provides a font size similar to that of the existing signage. The use of a 'hammerite' metal affect sign would contrast against the proposed fascia to allow the sign to stand out without being overly controversial. The use of white lettering is sufficient to contrast against the signage. The use of a trough light is considered an acceptable illuminance solution in order to maintain the signs visibility at darker times of the day as per the advertisements SPD.

The proposed 'Live Sports' and 'Live Music' fascia signage follows the same colour and font theme as the main signage to the south and east elevations and is considered to be appropriately sized and in keeping with the building and the proposed advertisement theme.

The poster cases pose no issues given they are a direct replacement of the existing poster cases.

The proposed frosted window vinyls are considered to provide a design which is subtle and will provide privacy to those within the establishment. The design is in keeping with the new theme of the building. The grey colouring is considered subtle and matches the existing window frames and stonework. The proposed circular cog sign again is in keeping with the theme of the proposal and complements the circular window.

The proposed lanterns to the east and south entrances provide a historic feel to the proposal which matches the history of the building and is replicant pf the existing entrance lanterns.

The proposed eight LED floodlights face the building and will enhance the features and characteristics of the building in darker hours. The lights, in addition, would be replacements of the existing lighting.

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 would provide no residential amenity issues. The proposed trough light would illuminate the main 'CHRONICLE' signage to the east and south elevations. The trough has been detailed to face the signage preventing any light disturbance to neighbouring properties. The proposed eight LED floodlights are also detailed to face the building and so will not cause any direct lighting which would be of any disturbance or distraction. The proposed static luminance levels throughout of 200cd/m² is a considerably low level of luminance which would cause detrimental levels of light pollution. The proposed lantern would allow for light towards the street and possibly neighbouring buildings. Given the character of the area this would not be out of place and would provide no more disturbance than the existing lighting in the area. The lighting also has potential to improve safety when entering and leaving the property in dark hours.

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 signage, facias and vinyls would provide little to not projection into the highway. The proposed static illumination would provide considerably low levels of illumination. 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.