

Planning Reference: 2026/0596

Site Address: 1 Peel Street, Barnsley, S70 2RA

Document: Heritage & Design Statement (Advertisement Consent)

1. Preservation of the Non-Designated Heritage Asset (Policies HE1 & HE3)

The applicant acknowledges the late 19th-century architectural significance of 1 Peel Street and its historical role in the commercial expansion of Barnsley Town Centre.

To preserve the building's character, the proposed signage has been strictly limited to **one single fascia sign** on the primary Peel Street frontage.

The installation is entirely non-invasive to the historic fabric of the building; the 3mm Aluminium Composite Signboard is securely bonded onto a 22mm marine ply frame, completely protecting the underlying masonry and surviving 1888 architectural details from structural damage.

2. Traditional Palette & Prevention of Visual Harm

In accordance with Barnsley's local conservation rules for shopfronts, the design avoids modern plastic cladding or garish corporate branding. It utilizes a restrained, high-quality, and traditional color palette:

- **Fascia Background:** Matte Black (RAL 9005) to provide a deep, neutral, and historically sensitive backdrop.
- **Text & Detailing:** Golden Yellow (RAL 1004) for individual lettering and edging, delivering a classic finish that respects the late Victorian aesthetic of the asset.

3. Low-Impact, Sensitive Illumination (Policy Poll1)

To ensure the proposal preserves the appearance of the adjacent conservation area after dark, the sign completely rejects harsh, internally illuminated acrylic boxes or neon lighting.

Instead, a highly sensitive **rear halo-illumination** method is used. The light projects softly and gently through the individual cut-out letters only. The illumination remains **completely static** with low candela output, preventing glare, protecting public amenity, and ensuring the property maintains its restrained appearance within the streetscape.
