

DESIGN, ACCESS, PLANNING &  
HERITAGE STATEMENTS

ELSECAR  
VISITOR  
CENTRE  
SIGNAGE

# ELSECAR VISITOR CENTRE SIGNAGE DESIGN & ACCESS/PLANNING STATEMENT

## 1. INTRODUCTION

This document should be read in conjunction with the submitted application forms, drawings and other supporting documents.

The site is located at the existing Visitor Centre within Elsecar Heritage Centre, Wath Rd, Elsecar, Barnsley S74 8HJ.

## 2. PROPOSALS

We are seeking permission for 2 new external signs:

- A 2150x300mm sign hung from the existing host, to be clamped or belted without permanent fixings.
- A 500x400mm sign at the front of the visitor centre to replace an existing sign. The sign will be fixed into the mortar joints between the existing brickwork.

Further information is available in the heritage statement.

## 3. KEY DESIGN ISSUES

Approach: The approach to the building will remain unchanged.

Access: There is no proposed changes that impact access.

External Appearance: The replacement signage reduces visual clutter and is more suited to the design of the building and context of the heritage centre.

Environmental Sustainability: Where possible sustainable methods will be used during the works including the recycling or reuse of removed materials.

## 4. EXISTING PHOTOS

Existing photos are shown on the following page.



## 5. VISUALISATIONS

The following CGI's demonstrate the visual impact of the proposals.



Small Front Sign -  
Fixed into mortar  
joints in place of  
existing panel



Hanging sign - Clamped/  
belted to existing hoist

# ELSECAR VISITOR CENTRE SIGNAGE HERITAGE STATEMENT

## 1. INTRODUCTION

This statement forms part of a advertisement consent and listed building application for new external signage at Elsecar Visitor Centre. Address: Elsecar Heritage Centre, Wath Road, Elsecar, Barnsley, S74 8HJ

We have shared the proposals with the councils conservation officer for initial comment before preparing this application.

## 2. PROPOSAL

We are seeking permission for 2 new external signs:

- A 2150x300mm sign hung from the existing host, to be clamped or belted without permanent fixings.
- A 500x400mm sign at the front of the visitor centre to replace an existing sign. The sign will be fixed into the mortar joints between the existing brickwork.

Both signs will be direct to media prints on black powder coated steel to give a high quality and long lasting finish.

The works will include the removal of the existing contemporary signage as highlighted in the image below.



## 3. HERITAGE SIGNIFICANCE

List entry no. 1465837

The visitor centre (Building 10) is listed under 'Buildings 8-12, former workshops, offices and warehousing at the former Elsecar Central Workshops' and forms 'part of the Range forming one side of Elsecar Central Workshops, the complex built in the 1850s to serve Earl Fitzwilliam's collieries. In 2020 this is in multiple retail, small business and office use, including a heritage visitor centre.' The range, of which the visitor centre forms a part of, is Grade II\* Listed

The building has undertaken many uses as described in the listing below. It currently houses the main visitor centre and offers information and orientation for the wider Elsecar heritage centre and beyond.

*The cross wing towards the centre of the range was probably originally designed to be used for the works manager and his office staff, perhaps including a drawing office. This was clearly extended southwards soon after construction, its extended footprint being mapped in 1859. At some later date, perhaps with the offices being moved to the railway station in the late C19, at least part of the building appears to have been given over to warehousing with the insertion of first-floor taking-in doors, the southern one (enlarged from a window) directly overlooking the railway siding depicted by the Ordnance Survey in 1890 and on subsequent maps until the 1960s.*

#### 4. ASSESSMENT OF IMPACT

- Our proposals seek reduce the amount of contemporary ‘visual clutter’ currently found on the facade and replace the existing signage with a simpler and more legible alternative.
- The hanging sign better addresses the main approaches to the visitor centre in the hopes of making its location clearer to new visitors.
- The visual style and materiality of the proposed signage is in line with the character of both the visitor centre and wider heritage centre to better suit the aesthetic of the existing building and its surroundings.
- As described, the fixings will either be non-permanent in nature or made into mortar joints to prevent any permanent damage to the historic fabric.

#### 5. CONCLUSIONS

We consider that the proposed replacement signage is considerably designed and well suited to the aesthetic of the listed building & range. It offers improved clarity and a reduction of visual clutter to positively contribute to the character and appearance of the building and its setting while making the visitor centre location clearer to visitors.

The proposals have been discussed with the councils conservation officer to ensure they are appropriate in design and scale.

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