

Application Reference Number:	2025/0287		
Application Type:	Advertisement		
Proposal Description:	Replacement surround at ATM.		
Location:	26 Market Hill, Barnsley, S70 2QE.		
Applicant:	Rachel Halls (NatWest).		
Third-party representations:	None.	Parish:	
		Ward:	Central.

<p>Summary:</p> <p>This advertisement application has been submitted by Tate Stevenson Architects Ltd on behalf of the applicant and seeks advertisement consent for the installation of a replacement ATM surround.</p> <p>The development site falls within the Regent Street, Church Street and Market Hill conservation area in Barnsley Town Centre as allocated by the adopted Local Plan. Development comprising the installation of signage is considered acceptable in principle if it would be appropriate in scale and respectful of local character and should conserve and enhance the significance and setting of the borough's heritage assets. Any proposal will also be expected to demonstrate that it is not likely to result, directly or indirectly, in an increase in pollution which would otherwise unacceptably affect or cause nuisance to the natural and built environment or to people.</p> <p>The proposal would have no adverse impact on highway safety, residential or visual amenity and is considered acceptable in policy terms. The proposal is therefore considered to be an acceptable and sustainable form of development in accordance with Section 2 of the National Planning Policy Framework (NPPF, 2024).</p> <p>Recommendation: APPROVE subject to conditions.</p>
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Site Description

The application relates to NatWest Bank which is located towards the bottom of Market Hill where the street converges with Eldon Street, Queen Street and Peel Square, all main shopping streets in Barnsley Town Centre. The site is located within the Regent Street, Church Street and Market Hill conservation area and is adjacent 30 Market Hill (former Yorkshire Bank) which is a Grade II-listed building.



Planning History

There are several planning applications associated with the development site. However, the most relevant applications are:

Application Reference	Description	Status
2014/1214	Display of 1 no. internally illuminated fascia sign, 1 no. internally illuminated and 1 no. non-illuminated entrance signs, and 2 no. illuminated name plates/ATM surrounds to Bank.	Approved.
2022/0818	Replacement of existing external signage with new branded signage, including new internally illuminated fascia with logo, new internally illuminated projecting signage and ATM surrounds (x2), new welcome sign (nameplate),	Approved.

- *Policy D1: High quality design and place making.*
- *Policy HE1: The Historic Environment.*
- *Policy HE4: Developments affecting Historic Areas or Landscapes.*
- *Policy GD1: General Development.*
- *Policy POLL1: Pollution Control and Protection.*
- *Policy T4: New Development and Transport Safety.*

National Planning Policy Framework (NPPF) and the National Planning Practice Guidance

In December 2024, the Government published a revised NPPF which is the most recent revision of the original Framework, first published in 2012 and updated several times, providing the overarching planning framework for England. The NPPF sets out the Government's planning policies for England and how they are expected to be applied. The NPPF must be taken into account in the preparation of local and neighbourhood plans and is a material consideration in planning decisions. The revised document has replaced the earlier planning policy statements, planning policy guidance and various policy letters and circulars, which are now cancelled.

Central to the NPPF is a presumption in favour of sustainable development (paragraph 10) and plans and decisions should apply this presumption in favour of sustainable development (paragraph 11). There are three dimensions to sustainable development: economic, social and environmental; each of these aspects are mutually dependent. The following NPPF sections are relevant in this case:

- *Section 12: Achieving well designed places.*
- *Section 16: Conserving and enhancing the historic environment.*

The National Design Guidance (2019) is a material consideration and sets out ten characteristics of well-designed places based on planning policy expectations. A written ministerial statement states that local planning authorities should take this guidance into account when taking decisions.

Supplementary Planning Guidance

In line with the Town and Country Planning (Local Planning) (England) Regulations 2012, Barnsley has adopted twenty-eight Supplementary Planning Documents (SPDs) following the adoption of the Local Plan in January 2019. The following SPDs are relevant in this case:

- *Advertisements (Adopted May 2019).*

The adopted SPDs should be treated as material considerations in decision making and are afforded full weight.

Planning (Listed Buildings and Conservation Areas) Act 1990

- Section 16: Decision on application.
- Section 72: General duty as respects conservation areas in exercise of planning functions.

Consultations

Whilst there is no statutory requirement for local planning authorities (LPA) to publicise applications for advertisement consent, a LPA should consider whether any application would affect the amenity of neighbours. Where it would affect them, it is good practice for the views of neighbours to be sought before determining an application. This application was publicised in accordance with section 67 of the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended).

Any neighbour sharing a boundary with the site has been sent written notification and the application has been advertised on the Council website. A site notice was placed nearby, expiring 2nd May 2025. No representations have been received.

Historic England	<i>No comments.</i>
Conservation Officer	<i>No objections.</i>

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

The development site falls within the Regent Street, Church Street and Market Hill conservation area in Barnsley Town Centre as allocated by the adopted Local Plan. Development comprising the installation of signage is considered acceptable in principle if it would be appropriate in scale and respectful of local character and should conserve and enhance the significance and setting of the borough's heritage assets. Any proposal will also be expected to demonstrate that it is not likely to result, directly or indirectly, in an increase in pollution which would otherwise unacceptably affect or cause nuisance to the natural and built environment or to people.

Impact on Visual Amenity

The development site falls within the Regent Street, Church Street and Market Hill conservation area in Barnsley Town Centre. The application building is occupied by NatWest and features 2no. existing ATMs and surrounds on the buildings' west elevation.

The proposed signage scheme would comprise the installation of 2no. replacement ATM surrounds in purple featuring corporate branding comprising a logo and white lettering in a gloss finish.

The proposed signage would be similar in scale and appearance as existing signage and would be installed to surround existing ATMs on the west elevation of the application building. The surrounding area is principally commercial in nature and various illuminated and non-illuminated signage can be seen on surrounding premises. The Council's Conservation Officer was consulted, and no objections were received.

Considering the above, this is considered to weigh moderately in favour of the proposal.

The proposal is therefore considered to conserve or enhance the character and appearance of the Regent Street, Church Street and Market Hill Conservation Area in accordance with Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 and would comply with Local Plan Policy D1: High Quality Design and Placemaking, HE1: The Historic Environment and HE4: Developments affecting Historic Areas or Landscapes and is acceptable regarding visual amenity.

Impact on Residential Amenity

The proposed signage would be installed to surround existing ATMs located on the western elevation of the NatWest building in Barnsley Town Centre. The surrounding area is principally commercial in nature and various illuminated and non-illuminated signage can be seen on surrounding premises. The proposed replacement ATM surrounds would not be illuminated. Whilst the proposal is unlikely to result in a significantly detrimental impact to existing amenity levels, it is acknowledged that there could be some temporary disruption and nuisance caused during works. A condition could be used to control construction hours.

Considering the above, this is considered to weigh modestly in favour of the proposal.

The proposal is therefore considered to comply with Local Plan Policy GD1: General Development and Local Plan Policy POLL1: Pollution Control and Protection and is considered acceptable regarding residential amenity.

Impact on Highways

The proposed development is not considered to be prejudicial to highway safety; the signage would not be illuminated and would adopt a scale and placement similar to existing ATM surrounds.

Considering the above, this is considered to weigh modestly in favour of the proposal.

The proposal is therefore considered to comply with Local Plan Policy T4: New Development and Transport Safety and is considered acceptable regarding highway safety.

Planning Balance and Conclusion

In accordance with the provisions of paragraph 11 of the NPPF(2024), the proposal is considered in the context of the presumption in favour of sustainable development and therefore, for the reasons given above, and taking all other matters into consideration, the proposal complies with the relevant local and national planning policies and guidance. Advertisement consent should be granted subject to necessary conditions.

RECOMMENDATION: Approve subject to conditions.

Justification

Statement of compliance with Article 35 of the Town and Country Development Management Procedure Order 2015.

It has not been necessary to make contact with the applicant to request amendments to the proposal during the consideration of this application, as it was deemed acceptable.

Due regard has been given to Article 8 and Protocol 1 of Article 1 of the European Convention for Human Rights Act 1998 when considering representations, the determination of the application and the resulting recommendation. It is considered that the recommendation will not interfere with the applicant's and/or any objector's right to respect for his private and family life, his home and his correspondence.