

2024/0193

Nationwide Building Society

2 - 4 Eldon Street, Barnsley, S70 2JB

Replacement signage comprising 1no. projecting sign, 1no. fascia sign, 1no. ATM surround and decals, statutory signage and safety manifestation, and installation of a new window vinyl and respraying of door frame

Site Description

The site is Nationwide Building Society, 2-4 Eldon Street, a main shopping street in Barnsley Town Centre. The site is located within the Regent Street/Church Street/Market Hill Conservation Area. Furthermore, it is adjacent 30 Market Hill (former Yorkshire Bank) which is a Grade II listed building.

Planning History

B/74/1485/BA - Change of use from shop to office

B/75/0018/A/BA - Shop fascia sign

B/75/0466/BA - Construction of shop front

B/80/0375/A/BA - Internally illuminated fascia sign

B/90/1542/BA - Installation of automatic teller machine

B/91/0743/BA/AD - Illuminated signs

B/03/1342/BA - Change of use of retail premises, Use Class A1 (No. 6) to form extension to building society, Use Class A2 (No. 4)

B/04/0097/BA - Alterations and installation of new shopfront (Approved with Conditions)

B/04/0614/BA/AD - Display of illuminated fascia and projecting sign (Approve)

B/04/0880/BA - Installation of new windows to front and rear elevations (Approved with Conditions)

2011/0328 - Display of new fascia to ATM machine surround (Approved with Conditions)

2018/0129 - Display of various internally illuminated advertisements including fascia, projecting and ATM surround to bank (Approved with Conditions)

2018/0130 - Provision of replacement entrance doors, cladding and re-painting of shop front frames (Approved with Conditions)

2019/0928 - Alterations to the shop front (Resubmission of planning application 2018/0130 - Amended Plans) (Approved with Conditions)

2019/0929 - Display on 1 no. internally illuminated sign (Approved with Conditions)

2019/1500 - Removal of existing louvre to rear elevation and installation of external ductwork with air filter (Retrospective) (Approved with Conditions)

Proposed Development



The applicant is seeking approval for replacement signage works to include.

- Replace 1no. Projecting signage with new 600mm
- Replace 1no. Fascia and 1no. Logo with 1no. New blue fascia & 1no. New 490mm logo height
- Replace 1no. ATM surround and decals with new
- Replace statutory signage with new
- Install new window message "A good way to bank."
- Replace safety manifestation with new
- Post box number to be grey
- Respray door frame

Policy Context

Planning decisions should be made in accordance with the current development plan policies unless material considerations indicate otherwise. The recently revised National Planning Policy Framework (NPPF) does not change the statutory status of the development plan as the starting point for decision making.

Local Plan Allocation – Town Centre District 2 & Regent Street/Church Street/Market Hill Conservation Area

To the extent that development plan policies are material to an application for planning permission the decision on the application must be taken in accordance with the development plan unless there are material considerations that indicate otherwise (section 70(2) of the Town and Country Planning Act 1990 and section 38(6) of the Planning and Compulsory Purchase Act 2004).

The Local Plan was adopted by the Council in January 2019 and the Council has also adopted a series of Supplementary Planning Documents which are other material considerations. The National

Planning Policy Framework represents up-to-date government planning policy and is a material consideration that must be taken into account where it is relevant to a planning application. In reference to this application, the following policies are relevant:

Policy HE1: The Historic Environment – States that development which affects the historic environment and Barnsley’s heritage assets, and their settings will be expected to protect or improve the character and/or appearance of Conservation Areas and Listed Buildings.

Policy HE3: Developments affecting Historic Buildings – Proposals involving historic buildings should conserve and where appropriate enhance, respect historic precedents, and capitalise on opportunities to reveal significance.

Policy GD1: General Development – States that proposals for development will be approved where there will be no significant adverse effect on the living conditions and residential amenity of existing and future residents. Development will be expected to be compatible with neighbouring land and will not significantly prejudice the current or future use of neighbouring land. Policy GD1 below will be applied to all development.

Policy D1: High quality design and place making – Supersedes Core Strategy Policy CSP 29 and sets out the overarching design principles for the borough. Policy D1 States that development is expected to be of high-quality design and will be expected to respect, take advantage of and reinforce the distinctive, local character and features of Barnsley.

Policy T4: New Development and Transport Safety – New development will be expected to be designed and built to provide all transport users within and surrounding the development with safe, secure and convenient access and movement.

Policy POLL1: Pollution Control and Protection – Development will be expected to demonstrate that it is not likely to result directly or indirectly in an increase in air, surface water, and groundwater, noise, smell, dust, vibration, light or other pollution which would unacceptably affect or cause a nuisance to the natural and built environment.

Supplementary Planning Document: Advertisements

The aim of the system is to regulate advertisements in the interests of 'amenity' and 'public safety'. The main issues in determining an application will, therefore, usually be;

- The impact of the advertisement on the appearance of the site or building upon which it is displayed and upon the visual character of the area; and
- The impact of the proposal upon the safety of pedestrians and vehicles.

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 policies include:

Section 12: Achieving well designed places - The Government attaches great importance to the design of the built environment. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities. It is important to plan positively for the inclusion of high-quality design for all developments, including individual buildings, public and private spaces and wider area development schemes.

Within section 12, paragraph 139 states that *“development that is not well designed should be refused, especially where it fails to reflect local design policies and government guidance on design,*

taking into account any local design guidance and supplementary planning documents such as design guides and codes”.

Consultations

Central Ward Councillors were consulted and provided no response.

The LPA's Conservation Officer was consulted and raised no objections.

Representations

The application was advertised by both site notices and a press notice, no comments were received.

Assessment

Principle of Development

The site is within urban Barnsley in town centre district 2 as such, the erection of the signage is deemed acceptable in principle and consent will be granted where the development is appropriate in scale, respectful of the areas character and visual amenities and does not adversely impact the amenity of local residents, highway safety or the Conservation area and adjacent listed building.

Impact on Conservation Area and Listed Building

In line with the consultation response from the LPA's Conservation Officer it is agreed that the changes that are proposed are subtle and do not make a significant impact on the conservation area or the adjacent listed building setting. The application seeks permission for the replacement of signage comprising 1no. projecting sign, 1no. fascia sign, 1no. ATM surround and decals, statutory signage and safety manifestation, and the installation of a new window vinyl and respraying of door frame. The site is located within the Regent Street/Church Street/Market Hill Conservation Area, designated in 1973 for its historical and architectural interest. The site is a next to a grade II listed building, the former Yorkshire Bank (NHLE 1191723) which is also on the corner of Eldon Street and Market Hill. Being listed this of which is of special national interest. Overall, this proposal does not raise any issues, as the proposed works are subtle and sympathetic of the area. The proposed elevation can be seen to enhance the Conservation Area and the neighbouring listed building. The proposal is considered to be compliant with Local Plan Policy HE1: The Historic Environment and is considered acceptable in terms of its impact on the adjacent listed building and conservation area.

Visual Amenity

The proposed advertisements which are similar to the existing permitted advertisements are sufficient to identify the premises and does not give rise to a cluttered or overly commercial appearance. It is considered that the proposal will not harm the visual amenity of the surrounding area is therefore considered acceptable in terms of visual amenity. The proposed development is therefore not considered to be contrary to Local Plan Policy D1: High Quality Design and Place Making and is considered acceptable in terms of visual amenity.

Residential Amenity

It is anticipated that there will be no detrimental effect from the new signage for local residents and it will not be prejudicial to the amenity of surrounding units in line with the requirements of the SPD Advertisements and Local Plan policies GD1 and D1.

Highway Safety

There will be no impact upon highway safety.

Recommendation

Approve with conditions