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**2022/1120**

Mrs C Source

Replacement ATM signage (illuminated)

5 Market Hill, Barnsley, S70 2PY

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### **Site Location and Description**

The site is located on the western side of Market Hill within the Market Hill/Regent Street/Church Street Conservation Area in the centre of Barnsley. The building is situated within a parade of shops and is occupied by HSBC bank and currently has ATM and paying machine located to the left of the building away from the entrance to the building.



### **Planning History**

- 2010/0512 – Proposed ATM signage and window signage – Approved July 2010
- 2010/0892 – Installation of ATM and paying in machine – Approved September 2010
- 2010/1360 – Display of various internally illuminated and non-illuminated signage to building (Amendment to previously approved application 2010/0512) – Approved December 2010
- 2014/1539 – Removal of existing ATM to replace with compliant ATM – Approved January 2015
- 2016/0383 – Display of 2 no. internally illuminated fascia signs, 1 no. internally illuminated hanging sign and 13 no. non illuminated signs to bank – Approved June 2016
- 2022/1120 - Removal of 1 no. existing external paying in machine, making good of aperture and replacement of 1 no. existing external ATM with new ATM model.

### **Proposed Development**

The applicant seeks permission for the replacement of ATM signage to a replacement ATM subject to application 2022/1120. The signage is to be located on the ATM and is to measure 0.4m by 0.7m advertising the bank logo.



EXISTING ATM ELEVATION  
SCALE 1:25 @A1



PROPOSED ATM ELEVATION  
SCALE 1:20 @A1

## Policy Context

Planning decisions should be made in accordance with the development plan unless material considerations indicate otherwise, and the National Planning Policy Framework 2021 (NPPF) does not change the statutory status of the development plan as the starting point for decision making.

The Local Plan was adopted by the Council in January 2019 along with a series of Supplementary Planning Documents.

### Local Plan

The site is allocated as Primary Shopping Area and Secondary Shopping Frontage within the Local Plan; therefore, the following policies are relevant.

Policy TC1 Town Centres

Policy TC2 Primary and Secondary Shopping Frontages

Policy HE1 Historic Environment

Policy HE3 Developments affecting Historic Buildings

Policy GD1 General Development

Policy D1 High Quality Design and Place Making

Policy T4 New Development and Transport Safety

Policy SD1 Presumption in favour of Sustainable Development

## NPPF

Planning decisions should be made in accordance with the development plan unless material considerations indicate otherwise, and the National Planning Policy Framework 2021 (NPPF) does not change the statutory status of the development plan as the starting point for decision making. The Local Plan was adopted by the Council in January 2019 along with a series of Supplementary Planning Documents.

## Supplementary Planning Documents (SPD):

Advertisements

### **Consultations**

Conservation Officer – No objections  
Ward Councillors – No comments received

### **Representations**

Neighbour notification letters have been sent to surrounding properties and the application has been advertised by the way of a site notice and press notice; no representations have been received.

### **Assessment**

#### Principle of Development

The erection of the signage is deemed acceptable in principle and subsequently, consent will be granted where the development is found to be appropriate in scale and respectful of the character of the area and advertisements should not adversely impact the amenity of local residents or undermine highway safety.

#### Visual Amenity, Impact on Conservation Area, and Highway Considerations

Whilst the signage is proposed on a new ATM, there are existing ATM machines within store front along with their associated signage. The ATM is to be replaced as it has come to the end of its service life, hence the replacement signage. The replacement signage is of a similar design and scale and illumination to that which it replaces. It is therefore considered not to have a detrimental impact on the character of the conservation area, the neighbouring listed building, or the street scene, or upon highway safety and is acceptable and in compliance with Local Plan Policies HE1, HE3, D1, GD1, T4 and Supplementary Planning Document Advertisements

### **Recommendation**

Approve with conditions