



PLANNING CONSULTATION RESPONSE

Application No	2026/0408 and 0469
Proposal	2026 0408 & 0469 Replacement of Fascia Projecting & Wall Sign (Advertisement Consent) 14 Regent Street Barnsley
Address	14 Regent Street Barnsley
Date of Consultation Reply	180626
Consultee	Tony Wiles Senior Conservation Officer

Consultation Assessment and Justification

The main consideration is: -

- Whether or not the proposal would harm the heritage significance or impact on the setting of a designated asset or other asset of demonstrable heritage significance

Planning (Listed Buildings and Conservation Areas) Act 1990

Section 66 (1): The local planning authority shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest

Policy

NPPF 207/208: Identify and assess heritage significance including the setting and the effect of a proposal

NPPF 212: Great weight given to an asset's conservation, irrespective of the degree of harm

NPPF 213: Any harm to or loss of significance will require clear and convincing justification

Barnsley Local Plan HE1 The Historic Environment

Barnsley Local Plan HE3 Developments affecting Historic Buildings

Conservation Comments:

The application seeks advertisement consent for replacement signage at 14 Regent Street. The property forms part of a Grade II listed building, listed together with 16 Regent Street under a single list entry: [NHLE - 1191936](#). The building is a handsome stone-built property with a Welsh slate roof and stone-corbelling, arranged in six bays, comprising two groups of three bays, and dating from 1825. The principal elevation contains several architectural features of heritage interest, most notably the left and right entrances, which incorporate Doric doorcases and columns with modillioned pediment canopies above. Each doorway also contains a semicircular radial fanlight. The remainder of the façade is of high architectural quality, albeit relatively restrained rather than highly decorative, and is faced in dressed sandstone, punctuated by ten sliding sash windows within the main housebody. Attached to No. 14 is a lower-level side projection incorporating a cart opening providing access to the rear, with a sash window at first-floor level. The building was formerly the home of the architect and Barnsley Town Surveyor John Whitworth, commemorated by a blue plaque on the frontage. 14–16 Regent Street is also located within the Regent Street, Church Street and Market Hill Conservation Area and makes a strong contribution to its group value.

The proposed signage changes have been discussed informally with the applicant, and I advised that the principle of replacement signage may be acceptable. The proposed scheme comprises a double-sided projecting hanging sign, a square acrylic fascia sign displaying the Smiths branding,



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an acrylic sign fixed to an existing stand-off panel, and new window vinyls. The applied blue Smiths lettering is to be retained as existing. I understand the principal purpose of the works is to reflect the revised corporate Smiths logo. Overall, the extent of change is considered limited. The proposed signage is restrained in design and would not appear visually intrusive or impose itself negatively on the listed building or its wider conservation area location. Subject to the matters identified below, the proposal is not considered to result in harm to the heritage significance of the listed building, its setting, or the character and appearance of the conservation area. In principle, the proposal therefore accords with the statutory duties under sections 66(1) and 16(2) of the Planning (Listed Buildings and Conservation Areas) Act 1990 and with Local Plan Policy HE1. However, three matters require resolution or clarification before the proposal can be supported. First, as the host building is listed, advertisement consent alone is not sufficient, and a parallel listed building consent application will be required. Secondly, where existing or previously removed signage has left redundant fixing holes, these should be made good using an appropriate lime mortar. Finally, any new signage should either utilise existing fixing holes in the façade or stonework or be fixed through new drillings into mortar joints only. This is necessary to avoid cumulative and irreversible harm to the dressed stone façade arising from repeated drilling into the stonework.

- Listed building consent is required, and the precise mounting details for the proposed signage should be clarified before the application is determined.

Update as of 29.07.26

A listed building consent has been submitted under 2026/0408. The comments above also cover this application. In relation to the specific detail of the mounting point for the new signage, I have discussed this and agreed with the applicant that we can condition the use of existing holes and no new drilling to avoid any doubt.

As such I'd suggest the condition below.

	Defer for amends/further information*	
*Delete as applicable		
<u>Consultation Suggested Conditions:</u> The new signage shall utilise the existing fixing points and shall result in no new drilling of the façade to accommodate the sign. Reason: In the interest of preserving and enhancing the historic environment in accordance with Local Plan Policy HE1 and HE3		
<u>Consultation Informative(s):</u>		
<u>Planning Obligations required:</u>		



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