

2022/0818

NatWest Group

ATM, 26 Market Hill, Barnsley, S70 2QE

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), new header sign and vinyl graphics to glazing

Site Description

The application site is NatWest Bank, 26 Market Hill which is located towards the bottom of Market Hill where it 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/Market Hill Conservation Area. Furthermore, it is adjacent 30 Market Hill (former Yorkshire Bank) which is a Grade II listed building.

Planning History

B/76/0327/BA - Erection of extension in connection with temporary bank accommodation (Historic)

B/79/1424/BA - Alterations and extensions to bank (Historic)

B/87/1472/BA - Erection of three storey extension to bank premises (Historic)

B/88/0375/BA - Extension to plant room sited on roof of bank (Historic)

B/90/0698/BA/AD - Flag projecting from a fixed flag pole (Refused)

B/90/0729/BS - Installation of fixed flag pole on front elevation of bank (Refused)

B/96/0580/BA/AD - Display of illuminated signs (Historic)

B/00/1281/BA - Installation of a 60 cm satellite dish (Historic)

B/02/1219/BA/AD - Display of external illuminated and non-illuminated signage to bank (Approved)

B/03/2181/BA - Formation of access for use by the disabled (Refused)

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 with Conditions)

2015/0974 - Installation of new external ramp and steps to external front elevation of existing NatWest Bank (Refused)

Proposed Development

The applicant is seeking approval for the replacement of existing external signage with new branded signage (NatWest), including new internally illuminated fascia with logo, new internally illuminated projecting signage and ATM surrounds (x2), new welcome sign (nameplate), new header sign and vinyl graphics to glazing.

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 134 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.

Highways Development Control (DC) were consulted and raised no objections.

Representations

Neighbour notification letters were sent to surrounding properties as well as the application being advertised by both a site notice and a press notice, one comment was received in support of the application.

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 or highway safety.

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 changes are minimal and are not huge differences to how the building appears as existing. The main difference is the window vinyl, but these are minor changes which result in no impact to the conservation area. Compared to the existing plans there is not a remarkable difference, as most of the proposed changes are to change the colour pallets of the building and branding, to an up-to-date look which will have a positive impact on the area. 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.

Other Issues

The letter of support did raise other points relating to a potential commemorative plaque and lighting suggestions which are not material planning considerations in relation to this application and cannot be considered as part of this advertisement consent application. These suggestions will, however, be forwarded to the applicant for consideration.

Recommendation

Approve with conditions