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2023/0892

Mr Chris James

12 - 14 Eldon Street, Barnsley, S70 2JB

Shop fascia signage, projecting signage, high level fascia signage and high-level engraved letters into existing stonework (Advertisement Consent).

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### Site Description

The application relates to a prominently located three-storey, stone-fronted commercial building facing Eldon Street within Barnsley Town Centre. The ground floor has a commercial unit with a shop front opening onto Eldon Street with ancillary commercial accommodation on the floors above and below. Many of the adjacent structures are commercial and retail with subservient or residential accommodation above. The building is flanked by similar buildings and is enclosed to both sides.

The former YMCA building was originally constructed towards the end of the 19<sup>th</sup> century and sits over three above ground stories and a basement. There is an additional building to the rear that is orientated at an angle to the main building. The additional building is of a single storey with a pitched roof and appears to have originally formed a workshop space. Both buildings have since been joined by a modern infill, single storey building with a flat roof.

The building is located within a Conservation Area and within the setting of several grade II-listed buildings, including the former Yorkshire Bank building to the west and the Civic Hall building to the east.



## Planning History

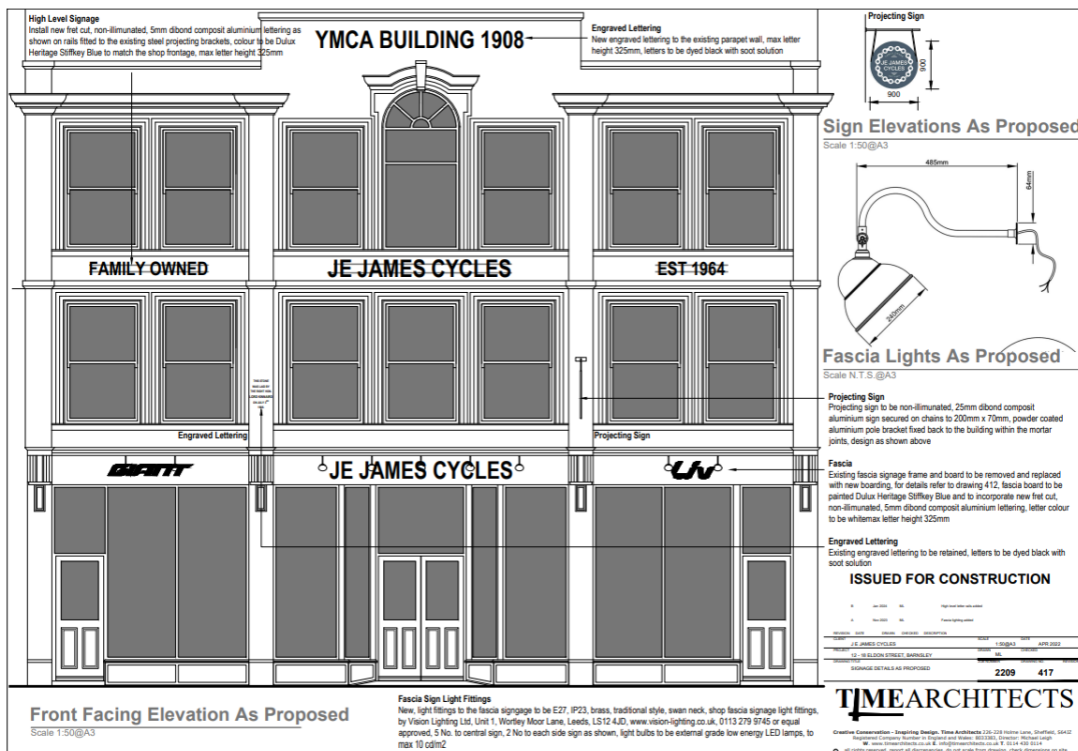
There is an extensive planning history associated with the application site dating back to 1974; however, the most recent and relevant applications are as follows:

- 2022/0815 – Use of building as a bicycle sales and repair shop (class E) and associated external alterations including replacement shop front, re-pointing, removal of existing fire escape metal staircases to rear (2no), replacement windows, external doors, gutters and downpipes and a replacement roof including new gable to front above second floor and solar panels. – Approved.
- 2023/0993 – Discharge of condition 3 (materials) relating to 2022/0815 (Use of building as a bicycle sales and repair shop (class E) and associated external alterations including replacement shop front, re-pointing, removal of existing fire escape metal staircases to rear (2no), replacement windows, external doors, gutters and downpipes and a replacement roof including new gable to front above second floor and solar panels). – Approved.

## Proposed Development

The applicant is seeking approval for the display of ground floor and first-floor fascia signage, a first-floor projecting sign, and engraved lettering into the existing stonework.

The proposed fascia signage would be non-illuminated and would comprise white coloured aluminium lettering on Heritage Stiffkey Blue coloured boarding. The proposed projecting sign would be non-illuminated and would measure approximately 0.9 metres by 0.9 metres. The sign would feature corporate branding and would be secured on chains. Existing first-floor engraved lettering would be retained and the letters would be dyed black. Existing first-floor engraved lettering to the existing parapet wall would comprise the words 'YMCA BUILDING 1908' and would also be dyed black with a soot solution.



## **Policy Context**

Planning decisions should be made in accordance with the current development plan policies unless material considerations indicate otherwise; the National Planning Policy Framework (NPPF) does not change the statutory status of the development plan as the starting point for decision making. The Local Plan was adopted in January 2019 and is now accompanied by seven masterplan frameworks which apply to the largest site allocations (housing, employment, and mixed-use sites). In addition, the Council has adopted a series of Supplementary Planning Documents and Neighbourhood Plans which provide supporting guidance and specific local policies which are a material consideration in the decision-making process.

The Local Plan review was approved at the full Council meeting held 24th November 2022. The review determined that the Local Plan remains fit for purpose and is adequately delivering its objectives. This means, no updates to the Local Plan, in whole or in part, are to be carried out ahead of a further review. The next review is due to take place in 2027, or earlier, if circumstances require it.

### Local Plan Allocation – Town Centre/ Conservation Area

The site is located within Barnsley Town Centre and the Regent Street/ Church Street/ Market Hill Conservation Area. Therefore, the following policies are relevant:

- ***Policy SD1: Presumption in favour of Sustainable Development.***
- ***Policy TC1: Town Centres.***
- ***Policy BTC20: The Lanes.***
- ***Policy HE1: The Historic Environment.***
- ***Policy HE3: Developments affecting Historic Buildings.***
- ***Policy HE4: Developments affecting Historic Areas or Landscapes.***
- ***Policy GD1: General Development.***
- ***Policy D1: High quality design and place making.***
- ***Policy POLL1: Pollution Control and Protection.***
- ***Policy T4: New Development and Transport Safety.***

### 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 and beautiful places.***
- ***Section 16: Conserving and enhancing the historic environment.***

### Planning (Listed Buildings and Conservation Areas) Act 1990

- ***Section 16: Decision on application.***
- ***Section 66: General duty as respects listed buildings in exercise of planning functions.***

### 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.

## **Consultations**

Conservation Officer – No objection.

Highways DC – No objection.

Pollution Control – No response received.

Local Ward Councillors – No responses received.

## **Representations**

Neighbour notification letters were sent to surrounding properties and the application was advertised by way of a site and press notice, expiring 19/12/2023 and 22/12/2023 respectively.

Two representations were received in support of the application.

## **Assessment**

### Principle of Development

The site is within The Lanes area of Barnsley Town Centre. The Lanes is a small district defined by Church Street and Market Hill to the east, Regent Street to the north, and Eldon Street to the southern edge which creates a triangular shaped area. It forms part of the Conservation Area and has a generally good quality environment (with some opportunity for improvement). It has a close-knit, fine-grained character made up of a network of passages, and offers independent retailers including some very renowned and quality shops, as well as places to eat and drink. There are some very interesting buildings, including The Civic, a grade II-listed building with a modern extension and Mandela Gardens Public Square.

All new development within the Lanes District must have an active frontage at ground floor level and must conserve or enhance the specialist nature of this area by being of a size, scale, quality, and design appropriate to the character of the area. The proposal seeks planning permission to make improvements to the frontage of the building, inline with Local Plan Policy BCT20: The Lanes.

Local Planning Authorities should look for opportunities for new development within conservation areas, world heritage sites, and within the setting of heritage assets, to enhance or better reveal their significance. Proposals that preserve those elements of setting that make a positive contribution to the asset (or which better reveal its significance) should be treated favourably.

Barnsley Town Centre is the dominant urban centre in the borough. To ensure that it continues to fulfil its sub-regional role, support will be given to proposals provided that they would maintain and enhance the vitality and viability of town centre.

The erection of signage is considered acceptable in principle provided that it would be appropriate in scale and respectful of local character. Any proposal will also be expected to demonstrate that it is not likely to result, directly or indirectly, in an increase in light or other pollution which would unacceptably affect or cause nuisance to the natural and built environment or to people.

### Design, Heritage, and Visual Amenity

The proposal seeks planning permission for the display of various advertisements, including ground floor and first-floor fascia signage, a first-floor projecting sign and engraved lettering into the existing stonework of the building frontage. The proposal is being brought forward as part of the wider Eldon Street Heritage Action Zone (HAZ) scheme which is being delivered in partnership between Historic England and Barnsley Metropolitan Borough Council (BMBC).

Time Architects and the applicant have liaised with the HAZ Project Officer and the council's Conservation Officer over the details of the proposal and the overall approach to the works.

Sections 16 (2) and 66 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 require special regard to be had to the desirability of preserving the listed building or its setting or any features of special architectural or historic interest which it possesses.

The property in question, 12-14 Eldon Street, is located to east of the grade II-listed former Yorkshire Bank building and to the west of the grade II-listed Civic Hall building and is located within the Regent Street/ Church Street/ Market Hill Conservation Area. The former YMCA building is prominently located at the western end of Eldon Street just across from the Burlington Arcade and despite currently undergoing conservation driven development works inline with approved planning application 2022/0815, the building has a clear architectural and historic value. The building is late 19<sup>th</sup> Century and constructed of ashlar with generous timber sash windows set in deeply moulded rectilinear surrounds.

The proposal seeks to continue existing conservation driven works to re-instate the group value of the former YMCA building to the setting of the conservation area. It is considered that the proposal would broadly achieve this and would be sympathetic to the building. The proposed colour scheme would be relatively muted and would comprise variously white lettering on Stiffkey Blue fascia boarding at ground level, Stiffkey Blue fret cut lettering at first-floor level and black engraved lettering elsewhere. Existing steel brackets would be retained and re-used to mount the proposed first-floor fret cut lettering. The proposed traditional style, brass, swan neck light fixings would be limited to use at ground level and would be a relatively discreet feature in the context of the proposed scheme. The proposed illumination is unlikely to detract from the proposed signage or the significance of surrounding heritage assets, their setting, and the conservation area, especially within the context of surrounding Town Centre commercial and retail uses with existing illuminated features.

Therefore, the proposal would not give rise to a cluttered or overly commercial appearance and is considered to be good quality and of a good standard of design with an appropriate level of illumination for its setting.

The proposal is therefore considered to conserve or enhance the character or appearance of the building in accordance with Section 66 (1) and Section 72 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 and is considered acceptable and in compliance with *Local Plan Policy HE1: The Historic Environment*, *Local Plan Policy HE3: Developments affecting Historic Buildings* and *Local plan Policy D1: High Quality Design and Placemaking* and would be acceptable regarding visual amenity.

### Residential Amenity

The installation of signage is considered acceptable in principle provide that any development would not result in an unacceptable increase in pollution which could affect or cause nuisance to the natural and built environment or to people.

The proposed installation of traditional style, brass, swan neck light fittings to illuminate ground floor fascia signage is unlikely to be significantly detrimental to the amenity of residential uses within the locality, especially as the proposal would be within the context of various existing Town Centre commercial and retail uses, and a restrained maximum luminance level would be adopted.

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

### Highway Safety

The proposed signage would not interfere with any vehicular or pedestrian sight lines or visibility, and highway safety would be maintained to a reasonable degree, especially as a restrained maximum luminance level would be adopted.

The proposal is therefore considered acceptable and in compliance with *Local Plan Policy T4: New Development and Transport Safety*.

**Recommendation -  
Approve with Conditions**