

Application Reference Number:		2025/0699	
Application Type:		Advertisement Consent.	
Proposal Description:		Advertisement consent for YMCA Youth Hub and retail frontages.	
Location:		Ground Floor, 1 Blucher Street, Barnsley, S70 1AP.	
Applicant:		BMBC	
Third-party representations:	None.	Parish:	
		Ward:	Central.

This application is being brought before members as the Council is the applicant.

Summary:

The applicant is seeking advertisement consent for the display of non-illuminated fascia signs to the north-east corner elevation of the building and the shop frontages on the north-east corner elevation of the building and along Pitt Street.

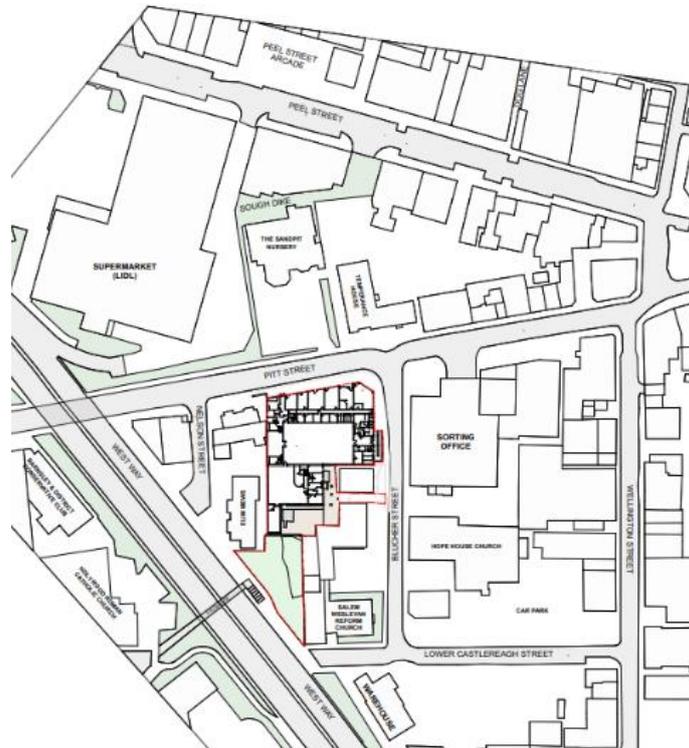
Development comprising the installation of signage is considered acceptable in principle if it would be appropriate in scale and respectful of local character and should conserve and enhance the significance and setting of the borough's heritage assets, paying particular attention to those elements which contribute most to the borough's distinctive character and sense of place. 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 otherwise unacceptably affect or cause nuisance to the natural and built environment or to people.

The proposal would have no adverse impact on highway safety, residential or visual amenity and is considered acceptable in policy terms. The proposal is therefore considered to be an acceptable and sustainable form of development in accordance with Section 2 of the National Planning Policy Framework (NPPF, 2024), and advertisement consent should be granted subject to conditions.

Recommendation: **APPROVE subject to conditions.**

Site Description

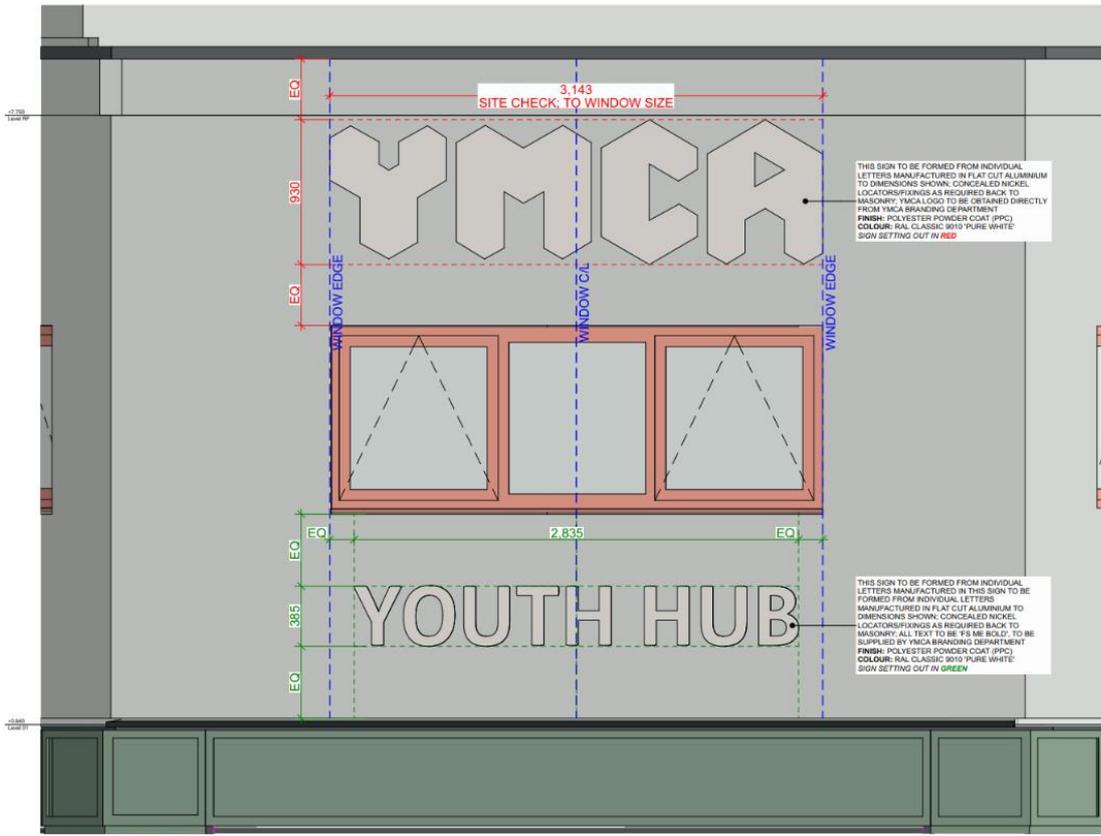
This application relates a two-storey flat roofed 20th Century building which accommodates existing charities (YMCA and Chilypep) with retail units fronting onto Blucher Street and Pitt Street. An existing car park and an adjacent area of green space is located to the south of the building. The green space is covered in grass and has trees on it and abuts the pedestrian footway that gives access to a bridge over the adjacent West Way. The existing car park is accessed via an alley off Blucher Street and provides up to six parking spaces and a bin storage area. The eastern boundary of the area of green space is partly defined by the rear elevation of the Salem Wesleyan Reform Church – a grade II-listed building. Works have recently been undertaken and are ongoing to implement previous planning permissions (2023/1130 and 2024/0660). Works have also recently been undertaken to install signage to the building fabric and retail shopfronts.



Planning History

There are several planning applications associated with the development site. However, the most recent and relevant applications are:

Application Reference	Description	Status
2023/1130	Erection of single storey infill extension to south-east elevation of the building, external alterations to existing entrance, installation of cladding and render, new and replacement glazing, and roof covering. Internal refurbishment, creation of access and proposed new car park.	Approved.



External Signage Details - Building Signs
1.10

Approved & Sealed for Construction
 A professional seal is required for all work submitted for sealing. Sealing should be done by a registered professional. The seal should be placed on the drawing in the position shown. The drawing shall not be altered without written permission. If the drawing is altered, the seal shall be void.

Scale: 1:10

Project: YMCA Levensley Shopping Unit

Client: BARNLEY Metropolitan Borough Council

Design: SOND BRYAN

Project No: BALU-SSA-YM-22-DR-A-1004

Revision: 01

Author: [Name]

Checked: [Name]

Drawn: [Name]

Scale: 1:10

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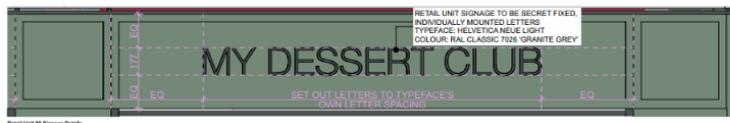
Revision: 01

Author: [Name]

Checked: [Name]

Drawn: [Name]

Scale: 1:10



Retail Unit 09 Signage Details
1.10



Retail Unit 01 Signage Details
1.10



Retail Unit 04 Signage Details
1.10



Retail Unit 05 Signage Details, 2 NO. OF THIS SIGN REQUIRED
1.10

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Relevant Policies

The Development Plan

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires development proposals to be determined in accordance with the development plan unless material considerations indicate otherwise. The Development Plan for Barnsley consists of the Barnsley Local Plan (adopted January 2019).

The Local Plan review was approved at a full Council meeting held 24th November 2022. The review determined that the Local Plan remains fit for purpose and is adequately delivering on 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, which is due to take place in 2027, or earlier, if circumstances require it.

The development site is allocated as the Southgate District within Barnsley Town Centre. Therefore, the following Local Plan policies are relevant in this case:

- *Policy SD1: Presumption in favour of Sustainable Development.*
- *Policy D1: High quality design and place making.*
- *Policy HE1: The Historic Environment.*
- *Policy HE3: Developments affecting Historic Buildings.*
- *Policy GD1: General Development.*
- *Policy POLL1: Pollution Control and Protection.*
- *Policy T4: New Development and Transport Safety.*
- *Policy TC1: Town Centres.*
- *Policy BTC17: Southgate District.*

National Planning Policy Framework (NPPF) and the National Planning Practice Guidance

In December 2024, the Government published a revised NPPF which is the most recent revision of the original Framework, first published in 2012 and updated several times, providing the overarching planning framework for England. The NPPF sets out the Government's planning policies for England and how they are expected to be applied. The NPPF must be taken into account in the preparation of local and neighbourhood plans and is a material consideration in planning decisions. The revised document has replaced the earlier planning policy statements, planning policy guidance and various policy letters and circulars, which are now cancelled.

Central to the NPPF is a presumption in favour of sustainable development (paragraph 10) and plans and decisions should apply this presumption in favour of sustainable development (paragraph 11). There are three dimensions to sustainable development: economic, social and environmental; each of these aspects are mutually dependent. The following NPPF sections are relevant in this case:

- *Section 2: Achieving sustainable development.*
- *Section 4: Decision-making.*
- *Section 12: Achieving well designed places.*
- *Section 16: Conserving and enhancing the historic environment.*

The National Design Guidance (2019) is a material consideration and sets out ten characteristics of well-designed places based on planning policy expectations. A written ministerial statement states that local planning authorities should take this guidance into account when taking decisions.

Supplementary Planning Guidance

In line with the Town and Country Planning (Local Planning) (England) Regulations 2012, Barnsley has adopted twenty-eight Supplementary Planning Documents (SPDs) following the adoption of the Local Plan in January 2019. The following SPDs are relevant in this case:

- *Advertisements (Adopted May 2019).*
- *Shop front designs (Adopted May 2019).*

The adopted SPDs should be treated as material considerations in decision making and are afforded full weight.

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.*

Consultations

Whilst there is no statutory requirement for local planning authorities (LPA) to publicise applications for advertisement consent, an LPA should consider whether any application would affect the amenity of neighbours. Where it would affect them, it is good practice for the views of neighbours to be sought before determining an application.

This application was advertised on the Council website, and a site notice was placed nearby, expiring 26th September 2025. A press notice was also used, expiring 3rd October 2025. No representations were received.

Conservation Officer	<i>No objection(s).</i>
Local Ward Councillors	<i>No comments received.</i>

Planning Assessment

For the purposes of considering the balance in this application, the following planning weight is referred to in this report using the following scale unless the NPPF establishes a specific weight:

- Substantial
- Considerable
- Significant
- Moderate
- Modest
- Limited
- Little or no

Principle of Development

Development comprising the installation of signage is considered acceptable in principle if it would be appropriate in scale and respectful of local character and should conserve and enhance the significance and setting of the borough’s heritage assets, paying particular attention to those elements which contribute most to the borough’s distinctive character and sense of place. 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 otherwise unacceptably affect or cause nuisance to the natural and built environment or to people.

Impact on Visual Amenity

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 a listed building or its setting or any features of special architectural or historic interest which it possesses.

The proposed development is retrospective and has been completed. The signage comprises individual well-spaced letters limited to the name of and what is necessary to identify the premises of the existing charities and businesses. The signage adopts a sympathetic scale and colour palette that works cohesively with the development and external materials approved under applications 2023/1130 and 2024/0660 and subsequent discharge of condition applications. The shopfront signage regularises previous fascia signage of varying scale and appearance under a single common design and aesthetic that is a great improvement that elevates that character and appearance of this part of the Town Centre.

The Council's Conservation Officer was consulted, and it was stated that the proposed signage would not have any adverse impact on the significance of the nearby grade II-listed Temperance Hall located to the north. It is added that the wider project is viewed as a positive enhancement of the street scene. As such, no objections were received.

Considering the above, this is considered to weigh significantly in favour of the proposal.

The proposal is therefore considered to comply with Local Plan Policy D1: High Quality Design and Placemaking and is considered acceptable regarding visual amenity.

Impact on Residential Amenity

The proposed development is retrospective and has been completed. The signage is non-illuminated. Therefore, there would be no impact on the amenity of those who live and work within the locality.

Considering the above, this is considered to weigh modestly in favour of the proposal.

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

Impact on Highways

The proposed development is retrospective and has been completed. The signage is non-illuminated and installed at an appropriate height above ground level. Therefore, there would be no prejudicial impact on highway safety.

Considering the above, this is considered to weigh modestly in favour of the proposal.

The proposal is therefore considered to comply with Local Plan Policy T4: New Development and Transport Safety and is considered acceptable regarding highway safety.

Planning Balance and Conclusion

In accordance with the provision of paragraph 11 of the NPPF (2024), the proposal is considered in the context of the presumption in favour of sustainable development and therefore, for the reasons given above, and taking all other matters into consideration, the proposal complies with the relevant local and national planning policies and guidance. Advertisement consent should be granted subject to necessary conditions.

RECOMMENDATION: Approve subject to conditions.

Justification

Statement of compliance with Article 35 of the Town and Country Development Management Procedure Order 2015.

It has not been necessary to make contact with the applicant to request amendments to the proposal during the consideration of this application, as it was deemed acceptable.

Due regard has been given to Article 8 and Protocol 1 of Article 1 of the European Convention for Human Rights Act 1998 when considering representations, the determination of the application and the resulting recommendation. It is considered that the recommendation will not interfere with the applicant's and/or any objector's right to respect for his private and family life, his home and his correspondence.

Conditions:

1. The development hereby approved shall be carried out strictly in accordance with the plans:

BALU-BBA-YM-XX-DR-A-1001 Rev. P03 Site Location Plan.
BALU-BBA-YM-ZZ-DR-A-3301 Rev. C06 Proposed North-West Elevations.
BALU-BBA-YM-ZZ-DR-A-3302 Rev. C07 Proposed North-East Elevations.
BALU-BBA-YM-ZZ-DR-A-3303 Rev. C07 Proposed South-East Elevations.
BALU-BBA-YM-ZZ-DR-A-3304 Rev. C07 Proposed South-West Elevations.
BALU-BBA-YM-ZZ-DR-A-7804 Rev. P03 External Signage Details (2 of 2).
BALU-BBA-YM-XX-DR-A-7805 Rev. P03 Retail Unit Signage Details.

and specifications as approved unless required by any other conditions in this permission.

Reason: In the interests of the visual amenities of the locality and in accordance with Local Plan Policy D1 High Quality Design and Place Making and Local Plan Policy HE1 The Historic Environment.

Informative(s):

1. The granting of planning permission does not in any way infer that consent of the landowner is given. Therefore, the consent of all relevant landowners is required before proceeding with any development, including that of the Council as landowner.

If it should transpire that the applicant does not own any of the land included in this consent, then it is the responsibility of the applicant to seek all necessary consents and approvals of the landowner.