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2024/0654

16 Queen Street, Barnsley, S70 1SJ

Installation of new fascia and backing panels with replacement external signage, new projecting sign and installation of new ATM surround.

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### Site Description

The application relates to a unit occupied by Barclays in a primary shopping area of Barnsley Town Centre. The site is located close to the Glass Works development and forms part of a consistent run of retail units on Queen Street. The unit has an extensively glazed frontage with integrated ATMs and dark blue backing panels framed by tiled pillars and existing fascia and projecting signs featuring corporate branding.



## Planning History

There is an extensive planning history associated with the application site dating back to 1984. However, the most recent and relevant applications are as follows:

1. 2012/0701 – Change of use from retail (Class A1) to financial and professional services (Class A2). – Approved.
2. 2012/1181 – Installation of new shop front, automatic entrance doors, 2 no. external ATM cash machines, CCTV camera, 2 no. condensers, 1 heat recovery ventilation unit and replacement ductwork on flat roof. – Approved.
3. 2012/1186 – Display of 1 no. internally illuminated fascia sign and 1 no. internally illuminated projecting sign to shop. – Approved.
4. 2024/0651 – External alterations to the building façade including installation of new entrance and frontage, replacement of new ATM, and installation of new roof plant to replace existing and various internal alterations and works. – Under consideration.

## Proposed Development

The applicant is seeking approval for the installation of new fascia and backing panels with replacement external fascia and projecting signage, the installation of a new ATM surround and the installation of a new attractor marketing panel.

New illuminated fascia signage would be installed comprising individual lettering and logo in cyan on new fascia backing panels in metallic silver. The fascia signage would be illuminated internally with static illumination and a maximum illumination level of 300 cd/m<sup>2</sup>.

A new projecting sign would be installed comprising a logo in cyan on a metallic silver background. The sign would be internally illuminated with static illumination and a maximum illuminance level of 300 cd/m<sup>2</sup>.

A new ATM surround would be installed comprising diebond back panels in dark blue, a white acrylic surround panel featuring corporate branding and text of available services in cyan, and a new white acrylic illuminated external halo ATM surround. The external halo surround would be illuminated internally with static illumination and a maximum illuminance level of 300 cd/m<sup>2</sup>.

A new 55' attractor marketing panel with bespoke stand would be installed internally behind the shop frontage glazing. The marketing panel would be illuminated internally with intermittent illumination and a maximum illuminance level of 500 cd/m<sup>2</sup>.



## 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

The site is located within Barnsley Town Centre. Therefore, the following policies are relevant:

- ***Policy SD1: Presumption in favour of Sustainable Development.***
- ***Policy D1: High quality design and place making.***
- ***Policy GD1: General Development.***
- ***Policy POLL1: Pollution Control and Protection.***
- ***Policy TC1: Town Centres.***
- ***Policy BTC12: The Markets Area District.***
- ***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 sections include:

- ***Section 12: Achieving well designed and beautiful places.***

### Supplementary Planning Document(s)

- ***Advertisements.***

## Consultations

Local Ward Councillors – No response.  
Highways DC – No objection.  
Pollution Control – No objection.

## Representations

Neighbour notification letters were sent to surrounding properties and a site notice was placed nearby, expiring 20<sup>th</sup> August 2024. No representations were received.

## Assessment

### Principle of Development

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 if they would maintain and enhance the vitality and viability of town centre.

The erection of signage is considered acceptable in principle if 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.

### Visual Amenity

The application property is in a primary shopping area of the Town Centre which is characterised by existing commercial uses with similar signage and frontages. The proposed illuminated fascia and projecting signs would replace existing illuminated signs of a similar scale and similar placement on the building frontage and the proposed ATM surround would replace a larger existing surround. The proposed attractor marketing panel would be installed inside the building and although the panel would be illuminated, its general appearance would not be overly dissimilar to existing signs and displays seen behind shop front windows in the locality.

The proposed scheme would adopt a consistent and harmonious colour scheme of metallic silver, white and hues of blue that would integrate positively with the proposed materials and colour palette of additional shop frontage and development works under consideration as part of a broader scheme of refurbishment under application 2024/0651.

The proposal would not give rise to an 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 comply with *Local plan Policy D1: High Quality Design and Placemaking* and would be acceptable regarding visual amenity.

### Residential Amenity

The installation of illuminated signage is considered acceptable in principle if it would not result in an unacceptable increase in pollution which could otherwise affect or cause nuisance to the natural and built environment or to people.

The application property is in a primary shopping area of the Town Centre which is characterised by existing commercial uses with similar signage. The proposed signage would largely replace existing illuminated signs of a similar scale and similar placement on the building frontage and would adopt a restrained illuminance level, therefore lessening the extent of any potential impact.

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

### Highway Safety

The proposed illuminated fascia and projecting signs, external halo surround and attractor marketing panel would adopt a maximum illumination level well within the recommended maximum levels. The fascia and projecting signs would adopt static illumination and would replace existing illuminated signage of a similar scale and similar placement on the building frontage. The attractor marketing panel would adopt intermittent illumination and would face onto a pedestrianised street setting with

limited access for vehicles that is readily controlled. The proposal would therefore not significantly interfere with any vehicular or pedestrian sight lines or visibility or cause undue distraction to road users. Highways DC were consulted on the application and no objections were raised.

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

**Recommendation -  
Approve with Conditions**