

Application Reference Number:		2025/0182 and 2025/0183	
Application Type:		Advertisement and Listed Building Consent.	
Proposal Description:		Proposed removal of existing building signage and display of 1no. 2150 x 300mm hanging sign and 1no. 500mm x 400mm fascia sign.	
Location:		Elsecar Heritage Centre, Unit 10 Lower, Wath Road, Elsecar, Barnsley, S74 8HJ.	
Applicant:		Lynne Minett (Barnsley Council).	
Third-party representations:	None.	Parish:	
		Ward:	Hoyland Milton.

Summary:

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

These applications for advertisement and listed building consent have been submitted on behalf of the applicant and seeks approval for the removal of existing signs on the building and the display of one new hanging sign and one new fascia sign.

The development site falls within the Elsecar Conservation Area and the proposal will affect a grade II*-listed building. Development comprising the installation of signage is 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. Any proposal will also be expected to demonstrate that it is not likely to result, directly or indirectly, in an increase in 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).

Recommendation: **APPROVE subject to conditions.**

Site Description

The application relates to Unit 10 at Elsecar Heritage Centre which forms the Visitors’ Centre and is a grade II*-listed building following a recent re-grading as part of the Elsecar Heritage Action Zone delivered in partnership with Historic England. The listing covers the entirety of the Wath Road range that once included workshops, offices, and warehouses.



Planning History

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

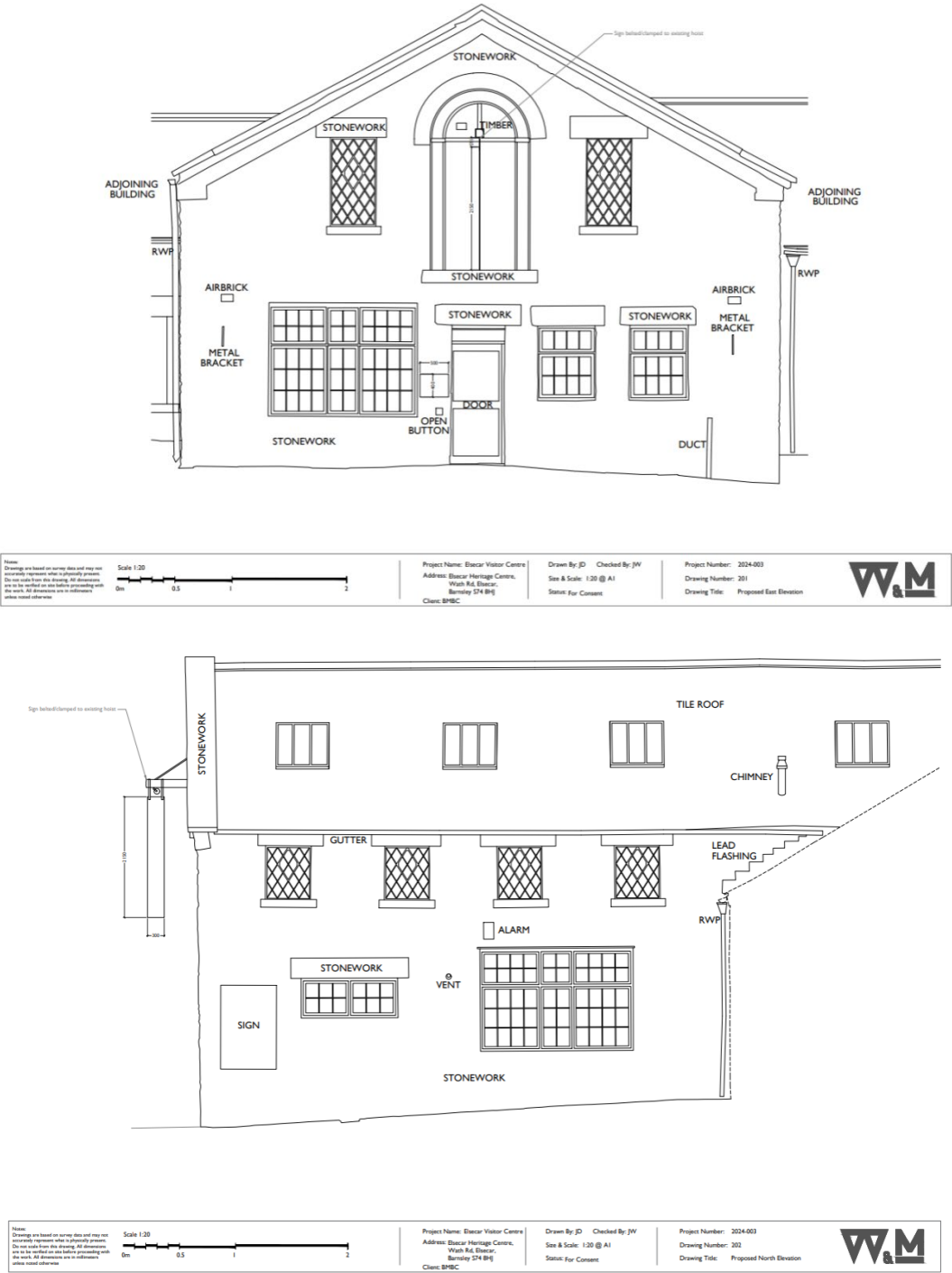
Application Reference	Description	Status
2025/0373	Installation of replacement signage (Listed Building Consent in connection with application 2025/0379).	Under Consideration.
2025/0379	Installation of replacement signage (Advertisement Consent in connection with application 2025/0373).	Under Consideration.

Proposed Development

The applicant is seeking advertisement and listed building consent for the removal of existing signs on the building and the display of one new hanging sign and one new fascia sign.

The proposed hanging sign would measure approximately 2.15 metres (L) x 0.3 metres (W) and will be made of black powder coated metal with white lettering. This sign will be hung from a hoist above the door on the south-east elevation of the building.

The proposed fascia sign would measure approximately 0.4 metres (L) x 0.5 metres (W) and will be made of black powder coated metal with white lettering. This sign will be located next to the door on the south-east elevation of the building.





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 urban fabric within the adopted Local Plan which has no specific allocation. The development site is also located within Elsecar Heritage Centre and the proposal will affect a grade II*-listed building. 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 HE4: Developments affecting Historic Areas or Landscapes.*
- *Policy GD1: General Development.*
- *Policy POLL1: Pollution Control and Protection.*
- *Policy T4: New Development and Transport Safety.*

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).*

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.*
- *Section 72: General duty as respects conservation areas in exercise of planning functions.*

Other Material Considerations

- *Elsecar Conservation Area Appraisal.*

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. Both applications were publicised in accordance with Section 67 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

Site notices were posted nearby, and press notices were used, expiring 31st May 2025 and 7th June 2025 respectively. Any neighbouring property sharing a boundary with the site has been sent written notification. The applications have also been advertised on the Council website. No representations have been received.

Historic England	<i>No comments.</i>
Conservation Officer	<i>No objections.</i>
Highways Development Control	<i>No objections.</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:

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

Principle of Development

The development site falls within the Elsecar Conservation Area and the proposal will affect a grade II*-listed building. Development comprising the installation of signage is 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. Any proposal will also be expected to

demonstrate that it is not likely to result, directly or indirectly, in an increase in pollution which would otherwise unacceptably affect or cause nuisance to the natural and built environment or to people.

Impact on Design, Heritage and Visual Amenity

The development site falls within the Elsecar Conservation Area and the proposal will affect a grade II*-listed building. There is existing non-illuminated signage on the north-east, south-east and south-west elevations of the building and throughout the Elsecar Heritage Centre. This application relates to signage on the south-east elevation of the Visitor Centre only. Other signage on the Visitor Centre and throughout the Elsecar Heritage Centre will be considered under separate applications.

The proposed scheme comprises the removal of existing signage on the south-east elevation of the Visitor Centre and the installation of one new hanging sign and one new fascia sign. The signage would be made of black powder coated metal with white lettering.

Given the above, the Council's Conservation Officer was consulted on the proposals. It was stated that whilst the existing signage is informative and broadly in-keeping, it is modern and of no heritage significance. The Officer adds that potential designs and approaches formed part of pre-application discussions. At this stage it was indicated that the removal of some existing signage clutter would be desirable and that the removal of the silhouetted Earl welcome sign would also be welcome due to its large size and conspicuous design. As an alternative, it was felt that the hoist above the arched loading door offered the potential for a hanging sign of a sympathetic design and appearance which could be installed in such a way that the development could be reversed. As such, the Officer states that they feel that the removal and reduction in overall signage alongside the display of sympathetic signage is appropriate and proportionate and would improve visitor orientation and site legibility. The visual impact would be minimal and justified and therefore, no objections were raised. The LPA has no reason to disagree with the comments of the Conservation Officer.

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

The proposal is therefore considered to conserve or enhance the character and appearance of the Elsecar Conservation Area and the grade II-listed building in accordance with Section 66(1) and Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 and would comply with Local Plan Policies D1: High Quality Design and Placemaking, HE1: The Historic Environment, HE3: Developments affecting Historic Buildings and HE4: Developments affecting Historic Areas or Landscapes and is acceptable regarding visual amenity.*

Impact on Residential Amenity

The proposed signage would be installed on the south-east elevation of the Visitor Centre and would face into the courtyard of the Elsecar Heritage Centre. The signage would be non-illuminated. Whilst the proposal is unlikely to result in a significant detrimental impact to the existing amenity levels of people living and/or working in the locality, there could be some temporary disruption and nuisance caused during works. A condition could be used to control construction hours.

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 not considered to be prejudicial to highway safety; the signage would be non-illuminated and would be located on the south-east elevation of the Visitor Centre facing into the courtyard of the Elsecar Heritage Centre. The bottom of the hanging sign would be approximately

3.4 metres above the ground exceeding the minimum requirement. Highways Development Control were consulted, and no objections were received.

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 provisions 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 and listed building 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.

In dealing with the application, the Local Planning Authority has worked with the applicant to find solutions to the following issues that arose whilst dealing with the planning application:

- *An amended application form to provide an accurate site address.*
- *The provision of a fixing detail for the proposed hanging sign.*

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.