



PLANNING CONSULTATION RESPONSE

Application No	2025/0570 & 2025/0602
Proposal	Display of 1 electronic, digital advertising board on side elevation of building.
Address	31 - 33 Eldon Street, Barnsley, S70 2JB 1 - 5 Midland Street, Barnsley, S70 1SE
Date of Consultation Reply	05.12.2025
Consultee	Charlie Atkinson Design and Conservation Apprentice

Consultation Assessment and Justification

The main consideration is: -

- Whether or not the proposal would preserve or enhance the character or appearance of the conservation area

Planning (Listed Buildings and Conservation Areas) Act 1990

Section 72 (1): Buildings or other land in a conservation area, special attention shall be paid to the desirability of preserving or enhancing.

Policy

NPPF 207/208: Identify and assess heritage significance including the setting and the effect of a proposal

NPPF 212: Great weight given to an asset's conservation, irrespective of the degree of harm

NPPF 213: Any harm to or loss of significance will require clear and convincing justification

NPPF 219: LPA's should look for opportunities for development within conservation areas and within the setting of heritage assets that enhance or reveal significance

Barnsley Local Plan HE1: The Historic Environment

Conservation Comments:

These applications seek advertisement consent for the erection and display of one electronic/digital advertising board on the side elevation of 31–33 Eldon Street, Barnsley, and the erection and display of one electronic/digital advertising board on the side elevation of 1 - 5 Midland Street, Barnsley, S70 1SE.

Please note - as these applications are located within the same area, the following comments apply to both advertisement applications 2025/0570 and 2025/0602.

The site lies within the setting of the Regent Street, Church Street and Market Hill Conservation Area, designated in 1973 and recently extended in 2024 for its architectural and historical significance. While the proposed advertisement may appear minimal on plan, its scale and prominence would introduce visual harm to the conservation area and surrounding heritage assets, including the Queen's Hotel and locally listed buildings.



BARNSELEY

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Although the area has accumulated some street furniture over time, this has generally remained neutral and unobtrusive, preserving the character of the conservation area. The Advertisements SPD clearly states that “*special consideration should be given to the location and design of signage or advertisements when they affect heritage assets or their setting*” and further advises that “*lighting of signage on historic buildings or in historic areas will require particular care and may not always be appropriate.*” In this context, the proposed advertisement is not considered appropriate.

The gable wall in question, although now part of an empty and unused space, represents the remnants of the former Devonshire Hotel, a building of notable historical interest dating from the early to mid-19th century. Following its demolition, the intention was to create openness and a softer appearance in the area, achieved through repointing and repairing the gable, rendering the adjoining wall, and introducing soft landscaping, including a tree that contributes to the visual quality of the space. The proposal raises concerns about whether this tree would need to be removed.

Furthermore, this location forms a significant gateway into the Town Centre from the Interchange and northern car parks, where public realm improvements, such as the SEAM project at the Courthouse car park, are actively enhancing placemaking in line with Policy D1.

Considering these considerations, the proposed digital advertisement display is deemed harmful to the setting of the conservation area and nearby heritage assets. From a conservation perspective, the application is recommended for refusal as it fails to provide clear and convincing justification for its necessity in accordance with NPPF paragraph 213, does not enhance the setting of heritage assets as required by NPPF paragraph 219, does not conserve or enhance the borough’s heritage assets under Local Plan Policy HE1, and does not contribute to high-quality design and placemaking within the Town Centre as required by Local Plan Policy D1.

		OBJECT*
*Delete as applicable		
<u>Consultation Suggested Conditions:</u>		
<u>Consultation Informative(s):</u>		
<u>Planning Obligations required:</u>		