

Application Reference Number:	2026/0261.
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Application Type:	<i>Advertisement Consent.</i>
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Proposal Description:	<i>Display of 2x aluminium tray signs with LED lettering; 1x digital display screen and vinyl graphic around existing ATM.</i>
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Location:	<i>11 Peel Square, Barnsley, S70 2QT.</i>
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Applicant:	<i>Coventry Group.</i>
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Third-party representations:	<i>None.</i>	Parish:	
		Ward:	<i>Central.</i>

Summary:

The applicant is seeking advertisement consent to display 2x aluminium tray signs with LED lettering; 1x digital display screen; and a vinyl graphic around the existing ATM.

The proposal is not considered to have an 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).

Advertisement consent should therefore be granted subject to conditions.

Recommendation: **APPROVE subject to conditions.**

Site Description

This application relates to the existing Co-operative Bank premises located in Barnsley Town Centre and the Regent Street, Church Street and Market Hill Conservation Area and occupying a prominent corner plot located at the junction of Peel Square, Peel Street and Graham's Orchard. The immediate surrounding area is principally commercial with premises benefiting from various illuminated and non-illuminated signage. The application premises benefits from existing fascia signage and a projecting sign and internal paper advertisements.



Planning History

There are several planning applications associated with this development site, but the most recent and relevant application is:

Application Reference	Description	Status
2007/1580	Display of two illuminated fascia signs and one double sided illuminated projecting sign.	Approved.

Proposed Development

The applicant is seeking advertisement consent to display 2x aluminium tray signs with LED lettering; 1x digital display screen; and a vinyl graphic around the existing ATM.

The proposed 2x aluminium tray fascia signs with LED lettering would be installed on the south and south-west elevations of the application building. The fascia signs would adopt a dark blue and white colour scheme and would be internally illuminated at 550 cd/m².

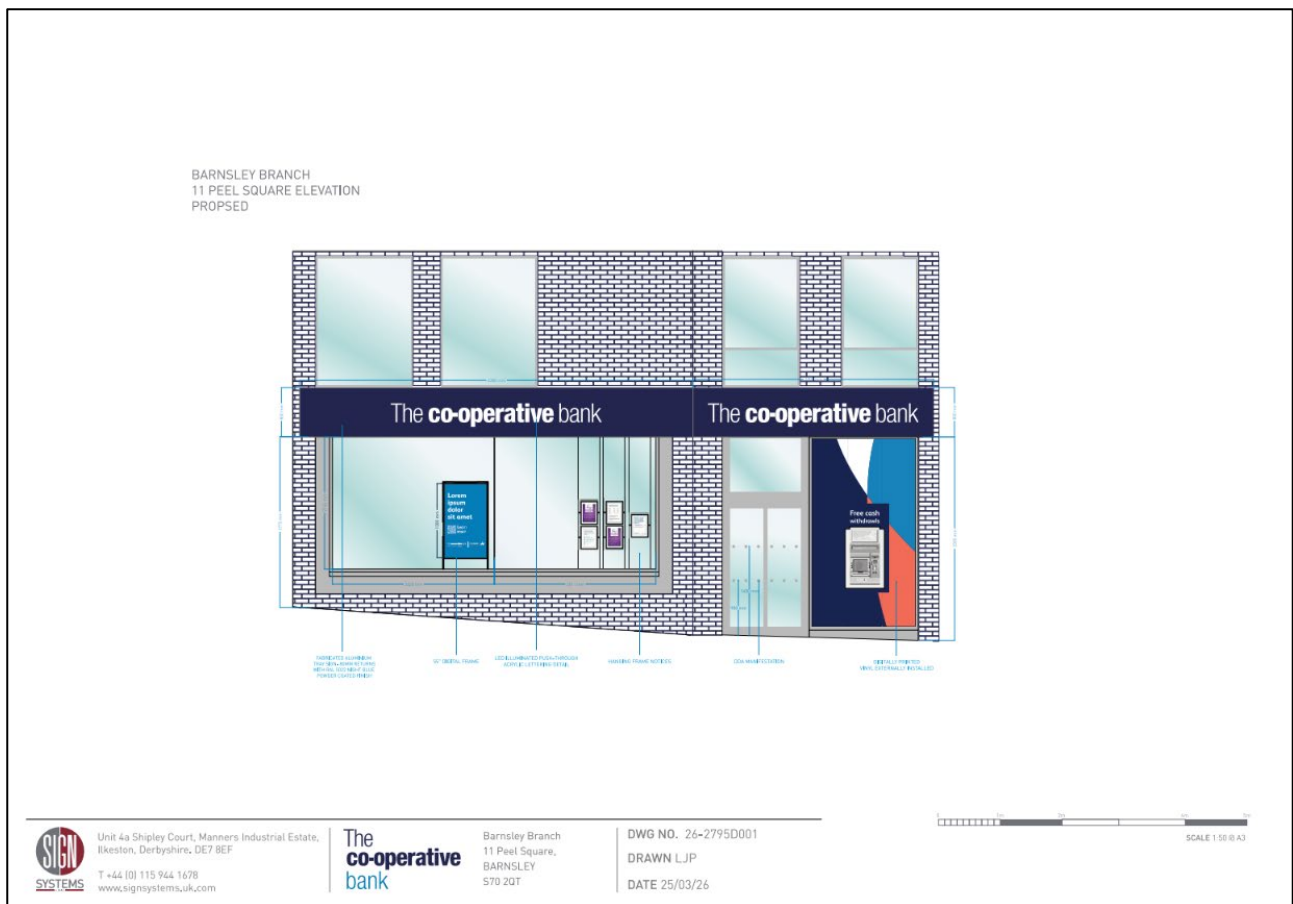
The proposed 1x 55" digital display screen would be installed internally on the south-west elevation of the application building and would replace an existing internal paper advertisement. Five hanging

frame notices would also be installed internally on the south-west elevation and would be illuminated at 550 cd/m².

The proposed vinyl graphic would be installed around an existing ATM on the south elevation of the application building. The vinyl graphic would adopt a blue, orange and white colour scheme.

A proposed DDA manifestation would be installed on the entrance door on the south elevation of the application building.

An existing projecting sign on the south elevation of the application building would be removed.



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 in Barnsley Town Centre and the Regent Street, Church Street and Market Hill Conservation Area in the adopted Local Plan and therefore, the following Local Plan policies are relevant in this case:

- *Policy SD1: Presumption in favour of Sustainable Development.*
- *Policy TC1: Town Centres.*
- *Policy HE1: The Historic Environment.*
- *Policy HE3: Developments affecting Historic Buildings.*
- *Policy HE4: Developments affecting Historic Areas or Landscapes.*
- *Policy D1: High quality design and place making.*
- *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.

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.*

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.

Representations

While 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 has been advertised in accordance with Article 15 of the Town and Country Planning Development Management Procedure (England) Order 2015 (as amended) and paragraph 5a of the Planning (Listed Buildings and Conservation Areas) Regulations 1990.

Any neighbour sharing a boundary with the site has been sent written notification and the application has been advertised on the Council website.

A site notice was placed nearby which expired 11th May 2026.

A press notice was used which expired 16th May 2026.

No representations were received.

Consultations

Conservation Officer	<i>No objection(s).</i>
Highways Development Control	<i>No objection(s).</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

The development site is in Barnsley Town Centre and the Regent Street, Church Street and Market Hill Conservation Area.

Development comprising the display of advertisement(s) is considered acceptable in principle if the proposal 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 in an increase in light or other pollution which would otherwise adversely affect or cause nuisance to the natural and built environment or to people.

Impact on Visual Amenity

Sections 16 (2), 66 (1) and 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 require special regard to be had to the desirability of preserving listed buildings or conservation areas or their setting or any features of special architectural or historic interest which they possess.

The development site is in Barnsley Town Centre and the Regent Street, Church Street and Market Hill Conservation Area. Grade II-listed buildings are located to the north and east.

The Council's Conservation Officer was consulted on this proposal, and the sensitive location of the development site was noted. It was stated that the application building is a modern brick-built building with limited architectural detailing and that it is identified as a negative element in the Regent Street, Church Street and Market Hill Conservation Area appraisal. Nevertheless, the existing and proposed advertisements are considered to be neutral interventions, and therefore, the proposal is considered acceptable from a conservation perspective. The proposal would introduce limited change regarding external appearance, and the darkened colour scheme would be sympathetic to the character of the conservation area.

The Council's Conservation Officer raised no objections.

The Local Planning Authority (LPA) has no reason to disagree with the professional opinions raised by conservation colleagues in this instance. The surrounding area is principally commercial in nature with existing premises benefiting from various illuminated and non-illuminated signage. The proposal would replace existing signage of a similar scale and positioning on the application building, and the proposed illumination level would be appropriate for their setting in accordance with adopted design guidance.

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 nearby listed buildings and the Regent Street, Church Street and Market Hill Conservation Area in accordance with Sections 66(1) and 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 and would comply with Local Plan Policies HE1: The Historic Environment, HE3: Developments affecting Historic Buildings, HE4: Developments affecting Historic Areas or Landscapes and D1: High Quality Design and Placemaking and is considered acceptable regarding visual amenity.

Impact on Residential Amenity, Health and Pollution Control

The development site is in Barnsley Town Centre and the Regent Street, Church Street and Market Hill Conservation Area and occupies a prominent corner plot located at the junction of Peel Square, Peel Street and Graham's Orchard. The surrounding area is principally commercial in nature with a small number of residential units above commercial premises.

Within the context of passing traffic, street lighting, and the commercial nature of the area, it is not anticipated that the proposal would contribute to significant increased determinantal impacts on the amenity of local residents, especially because some impact should be expected from the day-to-day operations of local businesses. The proposal would adopt a restrained illumination level which would be appropriate for and consistent with their setting and the proposed signage would replace existing signage of a similar scale and appearance and positioning on the application building.

Considering the above, this is considered to weigh moderately 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 development site is in Barnsley Town Centre and the Regent Street, Church Street and Market Hill Conservation Area and occupies a prominent corner plot located at the junction of Peel Square, Peel Street and Graham's Orchard.

Highways Development Control were consulted on this proposal; and it was stated that the proposed signage would adopt a maximum illuminance level within recommended maximum levels and would not interfere with any vehicular or pedestrian sight lines or visibility and would not project any further from the application building than the existing signage. Highways Development Control colleagues therefore raised no objections.

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), this proposal is considered in the context of the presumption in favour of sustainable development.

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. As such, advertisement consent should therefore 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.