

Application Reference Number:		2026/0408.	
Application Type:		Listed Building Consent.	
Proposal Description:		Replacement of fascia, projecting and wall signage (Listed Building Consent).	
Location:		14 Regent Street, Barnsley, S70 2HG.	
Applicant:		Smiths Chartered Surveyors.	
Third-party representations:	None.	Parish:	
		Ward:	Central.

Summary: The applicant seeks advertisement consent and listed building consent to replace the existing fascia, projecting and wall signage, including window graphics, on the application building frontage because of upgraded corporate branding. The existing ‘Smiths Chartered Surveyors’ letter signage would be retained. The proposed signage would be non-illuminated. This application should be read in conjunction with application 2026/0469 for advertisement consent. Paragraph 141 of the NPPF says the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. Development that comprises the erection of signage is considered acceptable in principle if it would be appropriate in its scale and respectful of the local character. Any proposal would also be expected to demonstrate that it would not be 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. This proposal is considered acceptable regarding its potential impact on design, heritage and visual amenity. This 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.
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Site Description

This application relates to the existing Smiths Chartered Surveyors premises located within Barnsley Town Centre On Regent Street. This application building forms part of a grade II-listed building and is located within the Regent Street, Church Street and Market Hill Conservation Area. Regent Street is a mix of residential and commercial uses with a public house, restaurant, and various professional services present identified by various illuminated and non-illuminated signage.

The application building comprises two storeys and is constructed of stone with a Welsh slate pitched roof and stone-corbelling. The street-facing principal elevation displays several architectural features of heritage interest, in particular the left and right entrances, which incorporate Doric doorcases and columns with modillioned pediment canopies above. Each doorway also incorporates a semi-circular radial fanlight. The remainder of the façade is of high architectural quality, albeit relatively restrained and not hugely decorative, and is faced in dressed sandstone that is punctuated by ten sliding sash windows within the main house body. Attached to the west elevation of the application building is a lower-level side projection incorporating a cart opening that provides access to the rear, with a sash window at first-floor level.

The application building was formerly the home of the Architect and Barnsley Town Surveyor, John Whitworth, commemorated by a blue plaque on the building frontage.



Planning History

B/78/1699/BA	Conversion of cellar to wine bar.	Historic.
B/86/0018/AD/BA	Display of illuminated sign.	Approved.
B/91/1743/BA/AD	Illuminated signs.	Approved.
B/91/1744/BA/AD	Display of illuminated signs (Listed Building).	Approved.
B/91/1744/BA/LB	Installation of ground floor windows (Listed Building).	Historic.
B/93/0094/BA/LB	Replacement of ground floor windows (Listed Building).	Approved.
2020/1204	Replacement of sash windows to the rear elevation and installation of new front door (Listed Building Consent).	Approved.
2024/0555	Installation of a commemorative plaque to front (south) elevation (Listed Building Consent).	Approved.

Proposed Development

The applicant seeks advertisement consent and listed building consent to replace the existing fascia, projecting and wall signage, including window graphics, on the application building frontage because of upgraded corporate branding. The existing 'Smiths Chartered Surveyors' letter signage would be retained. The proposed signage would be non-illuminated.

This application should be read in conjunction with application 2026/0469 for advertisement consent.





x1 acrylic sign



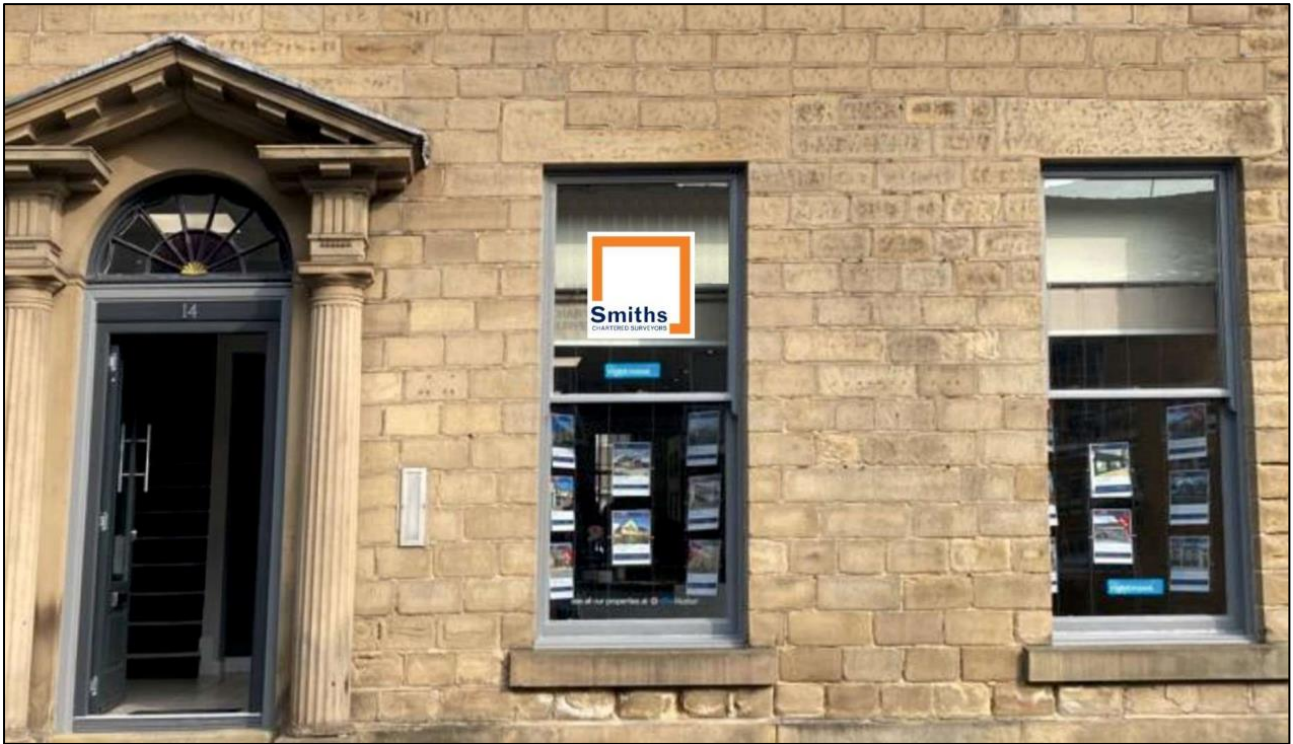


x2 trays for projecting sign





x1 acrylic panel on stand-offs



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. In addition, the application building is also a grade II-listed building.

The following Local Plan policies are therefore 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.*

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

This planning 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 5 and 5a of the Planning (Listed Buildings and Conservation Areas) Regulations 1990 (as amended).

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

Site notices posted nearby which expired 10th July 2026.

Press notices were used which expired 17th July 2026.

No representations were received.

Consultations

Local Ward Councillors	<i>No comment(s) received.</i>
Conservation Officer	<i>No objection(s) subject to condition(s).</i>
Historic England	<i>No comment(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

Paragraph 141 of the NPPF says the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Development that comprises the erection of signage is considered acceptable in principle if it would be appropriate in its scale and respectful of the local character. Any proposal would also be expected to demonstrate that it would not be 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.

Considering the above, the principle of development is considered acceptable subject to assessment of the following matters.

Impact on Design, Heritage and 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.

Paragraph 216 of the NPPF establishes that the effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that directly or indirectly affect non-designated heritage assets, a balanced judgement is required having regard to the scale of any harm or loss and the significance of the heritage asset.

Paragraph 219 of the NPPF establishes that local planning authorities should look for opportunities for new development within Conservation Areas and World Heritage Sites, and within the setting of heritage assets, to enhance or better reveal their significance, and any proposals that preserve those elements of the setting which make a positive contribution to the asset(s) (or which better reveal its significance) should be treated favourably.

This application relates to the existing Smiths Chartered Surveyors premises located within Barnsley Town Centre On Regent Street. This application building forms part of a grade II-listed building and is located within the Regent Street, Church Street and Market Hill Conservation Area. Regent Street is a mix of residential and commercial uses with a public house, restaurant, and various professional services present identified by various illuminated and non-illuminated signage.

The application building comprises two storeys and is constructed of stone with a Welsh slate pitched roof and stone-corbelling. The street-facing principal elevation displays several architectural features of heritage interest, in particular the left and right entrances, which incorporate Doric doorcases and columns with modillioned pediment canopies above. Each doorway also incorporates a semi-circular radial fanlight. The remainder of the façade is of high architectural quality, albeit relatively restrained and not hugely decorative, and is faced in dressed sandstone that is punctuated by ten sliding sash windows within the main house body. Attached to the west elevation of the application building is a lower-level side projection incorporating a cart opening that provides access to the rear, with a sash window at first-floor level.

The application building was formerly the home of the Architect and Barnsley Town Surveyor, John Whitworth, commemorated by a blue plaque on the building frontage.

The Council's Conservation Officer was consulted, and the heritage listing of the application building and the sensitive location of the development site was noted. It was stated that it is understood that this proposal reflects revised corporate branding and as such, it is considered that the overall extent of change would be limited. The proposed replacement signage would appear restrained in its design and would not appear visually intrusive or impose itself negatively on the façade of this listed building or its wider conservation area setting. Nevertheless, in order to protect the appearance and fabric of this listed building it is considered that the proposal should utilise existing fixing points on the building and that there should be no new holes, drilling, or other alterations to the external façade in order to accommodate the proposed replacement signage. The Council's Conservation Officer suggests that this has been discussed with and agreed by the Applicant to be secured by condition(s). Therefore, subject to conditions, this proposal is not considered to result in harm to the heritage significance of this listed building, its setting, or the character and appearance of the conservation area and as such no objections are raised.

The local planning authority has no reason to disagree with the professional opinions of conservation colleagues in this instance.

Considering the above, on balance, this is considered to weigh significantly in favour of this proposal and its approval.

This proposal is therefore considered to conserve or enhance the character and appearance of a grade II-listed building 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 its impact on design, heritage and visual amenity.

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, this proposal complies with the relevant local and national planning policies and guidance.

Listed building 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.

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

- Additional information and clarification regarding fixing methods.
- Additional information and clarification regarding illumination.
- Additional information and clarification regarding retention of existing signage.

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 permitted shall be begun before the expiration of 3 years from the date of this permission.

Reason: In order to comply with Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended).

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

Location Plan.

Window Graphic.

Various Signage.

Front Elevation 2.

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 HE1: The Historic Environment and Local Plan Policy D1: High Quality Design and Place Making.

3. The replacement signage hereby approved shall be installed using only the existing fixing points on the building. No new holes, drilling, or other alterations to the external façade shall be carried out in connection with the installation of the signage. Where this cannot be achieved, any new holes shall be in the mortar only and not into the stonework.

Reason: In order to protect the appearance and fabric of a grade II-listed building in the interests of the visual amenities of the locality and in accordance with Local Plan Policy HE1: The Historic Environment and Local Plan Policy D1: High Quality Design and Place Making.

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.