
2024/0968

3 - 5 Queen Street, Barnsley, S70 1RJ

Replace and display of various signage to bank.

Site Description

The application relates to a bank occupied by Santander within the Barnsley town centre primary shopping area. The site is located to the bottom of Market Hill and within Peel Square. The unit is predominantly glass fronted with the use of a central arched entrance. The building is formed from stone with traditional windows at second and third storey level. Existing 'Santander' signage is present in the form of white lettering above both ground floor windows. Red projecting hanging signage of the brand logo is also evident to the outer side of the 'Santander' Signage.



Planning History

There is an extensive planning history associated with the application site dating back to 1974. However, the most recent and relevant applications are as follows:

1. B/03/1900/BA/AD – Display of illuminated projecting and window signs. – Historic Decision
2. B/05/0783/BA/AD - Display of illuminated logo fascia signs and projecting signs – Historic Decision
3. 2009/1098 - Erection of two non-illuminated fascia signs and two illuminated and non-illuminated ATM panels and window vinyls. – Approved with Conditions
4. 2015/1487 - Display of 2 no. internally illuminated digital advertisements facing shop frontage. – Approve with Conditions
5. 2019/1243 - Replacement doors to main entrance lobby and provision of roller shutter to side entrance door – Approve with Conditions

Proposed Development

The applicant is seeking permission to install new fascia signage and illuminated hanging signage.

The new fascia signage would be similar to the existing fascia signage. The sign will include the Santander logo followed by 'Santander'. The font of the signage will be altered from the existing to Santander's new standard script font. The sign will be flat aluminium letters finished in white and be non-illuminated.

The hanging signage would be altered from the original to a sign incorporating the Santander logo along with LED trough downlighters, illuminating the signs from both sides. A black steel bracket will be used to hand the signs and incorporate the trough downlighters. The downlighters will illuminate the ganging signage with a static illumination of 250 cd/m². The sign would have a red background with a white logo.



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.***
- ***Policy HE1: The Historic Environment***

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 places.***

Supplementary Planning Document(s)

- ***Advertisements.***

Consultations

Local Ward Councillors – No response.

Conservation Officer – No Objection. Comment was made in relation to utilising the existing fixing holes in order to prevent future damage to the stone of the property.

Representations

Notification was sent out to neighbouring properties. A site notice was placed nearby, expiring 16th December 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 proposed fascia signage would not pose a significant change to the existing signage to cause any visual amenity issues. The new signage provides a more simplistic font and is no larger than the existing signage.

The proposed hanging sign would have an approximate projection of 0.8 metre and is no more detrimental than the existing hanging signage. The existing hanging signs would be of a similar scale and design to the existing signage with the addition of the trough downlighters to illuminate the hangers. The colour scheme is similar to the existing signage with the only alteration being the hanging bracket changing to a black steel bracket. This is considered a more conservative design and more appropriate for a site which faces onto the conservation area. The colour scheme and illumination levels will not be overbearing and will provide a sympathetic update to the property. The proposal is considered to be of good quality with a good standard of design along with appropriate illumination levels and is considered to compliment the character of the town centre.

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 site is within the primary shopping area which is characterised by commercial uses which provide similar signage. The lettering and the projected signage is of a similar scale to the existing signage. The signage is of a restricted and static illumination level, lowering any potential impact on neighbouring properties and any local residents and workers.

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 signage and fascia would adopt a minor projection and provide a static illumination within the maximum illumination levels. The proposal will therefore not significantly interfere with any highway distraction. The area directly to the front of the shop is considered a pedestrian highway so any safety issues would be at a minimum.

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**