
2021/1183

Installation of internally illuminated and non illuminated fascia signs, non illuminated wall mounted and replacement panel to existing totem signs

Unit 8, Currys PC World, Peel Retail Park, Dryden Road, Barnsley, S71 1JE

Site Location and Description

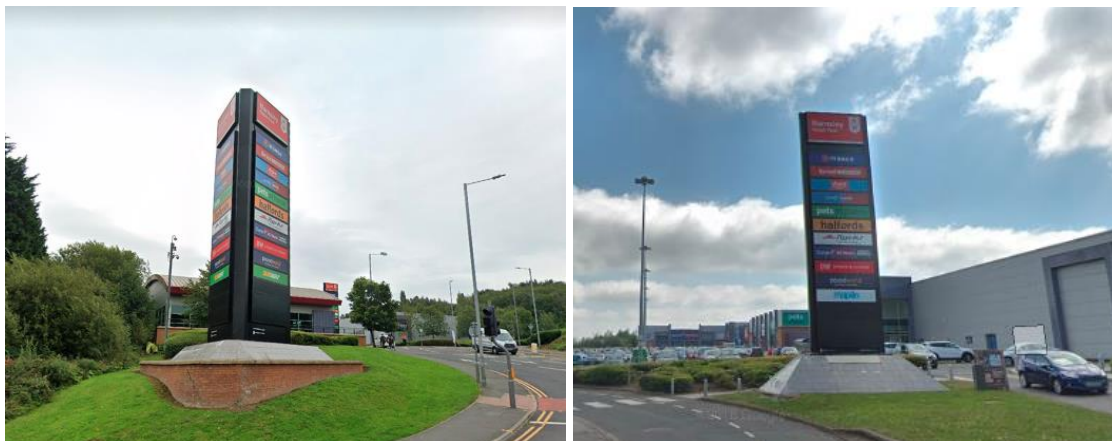
The site is located within the Peel Retail Park with a frontage onto Harborough Hill Road.

The existing Curry's Unit is towards the rear of the retail park

Street view snip of the unit frontage



Harborough Hill Road triangular totem sign and the double sided totem sign within retail park



Close up of one of the totem signs – they are identical in content/order and both internally illuminated.



Site History

A range of complex planning permissions govern the uses the on the wider retail park. The existing signage appears to date back to 2005/0491 for the two 'corporate sign boards' – ie the two and three sided totem signs; and to 2003/1781 for the advertising on Unit.

Proposed Development

Permission is sought to display signs on the building and on the two existing totem signs. It appears that there has been a rebranding of Currys, it appears precipitated by the closure of the Carphone Warehouse element of the business and the merger of PC World into Currys.

Proposed to take the following forms:

Proposed replacement 'Curry's panel on totems (signs 1 and 2, both internally illuminated to 300 cd/m2)



Proposed front elevation signs – the application form specifies the large internally illuminated Curry's sign over the entrance; at the same height, the two signs either side of the glazed areas; and the vinyl signs within the windows either side of the entrance. does not specify the proposed replacement of the vinyl signs within the windows either side of the entrance.



Existing and proposed 'goods in' sign on rear elevation (not specified on application form)



Policy Context

Decisions on applications for advertisement consent are not determined under the S38/6 presumption in favour of the development plan. However, development plan policies are a material consideration, and will inform consideration of the two principal issues of public safety and amenity

Local Plan

The site is allocated as Urban Fabric within the Local Plan Proposals Maps where the following policies are relevant:

Policy Poll1 Pollution Control and Protection - sets criteria to ensure that new development does not unacceptably affect or cause nuisance to the natural and built environment or to people; or suffer from unacceptable levels of pollution.

Policy T4 New development and Transport Safety - expects new development to be designed and built to provide safe secure and convenient access and to not cause or add to problems of highway safety or efficiency.

Policy GD1 General Development – sets a range of criteria to be applied to all proposals for development, including:

- no significant adverse effect on the living conditions and residential amenity of existing and future residents;

Policy D1 High Quality Design and Place Making - indicates that we will positively encourage developments which will help in the management, conservation, understanding and enjoyment of Barnsley's historic environment and will support proposals which conserve and enhance the significance and setting of the borough's heritage assets.

NPPF

These policies reflect the purpose of achieving sustainable development set out in the NPPF and in particular (in relation to this proposal) the economic, social and environmental objectives.

Supplementary Planning Documents (SPD):

Advertisements SPD – offers guidance to anyone seeking to display an outdoor advertisement and in particular cautions against cluttered advertising and excessive illumination.

Consultations

Ward Councillors – No response

Representations

The application has been advertised via letters direct to neighbours, and a site notice displayed from 28 September to 19 October; no representations have been received.

Assessment

Principle of development

Advertisements are acceptable where they would not be harmful to amenity, by virtue of size, position, location or proliferation and level of illumination; and where the proposal would not be prejudicial to public safety.

Highways safety

The proposed signs are all replacements of existing signage and would not have a greater impact on highway safety than the existing signs. It is concluded that the proposed signs, including those proposed to have static internal illumination, would not be prejudicial to public highway safety.

Visual Amenity

The signs are considered appropriate in design and scale to the building and to their setting, reflecting the new corporate style and having no greater impact on visual amenity than the signs which they replace.

It is therefore considered that the proposal is acceptable in terms of its impact on visual amenity and is in compliance with Local Plan Policy GD1 and the Advertisements SPD

Recommendation

Grant subject to conditions