

13 January 2023

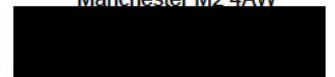


Head of Planning
Planning and Transportation Service
Barnsley MBC
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Belvedere
12 Booth Street
Manchester M2 4AW

Submitted via the Planning Portal Ref: PP-11817396



Dear Sir or Madam,

Town and Country Planning Act 1990 (As Amended)
Peel Property (Investments) Limited
Unit 3B and 3C Peel Centre, Harborough Hill Road, Barnsley
Application for Advertisement Consent to Display Advertisements

Introduction

We write on behalf of our client, Peel Property (Investments) Limited, to apply for the above. The application seeks consent to display advertisement signage at Units 3B and 3C at the Peel Centre in Barnsley which are being used for the new Marks and Spencer (M&S) foodstore that has recently been granted planning permission.

Application Documents

The application comprises this covering letter and the following documents:

1. The completed application forms
2. Plan reference:
 - a. AGH 997 201G Location Plan
 - b. 210249 401 Rev P02 Proposed Signage



Application Site and Background

The application site is shown in detail on the enclosed Site Location Plan (ref. AGH 997 201G). The proposed signage is on the north (front) elevation of the new M&S foodstore unit. For ease of reference, the new foodstore was approved by Barnsley Council on 8 November 2022 (planning permission reference 2020/0708).

The Proposed Development

The application seeks advertisement consent to display signage on the frontage of the new M&S foodstore. It will replace the old signage on Units 3B and 3C. The proposed advertisements are shown in detail on the attached drawing reference 210249 401 Rev P02. In summary, the proposed advertisements comprise:

1. A back-lit illuminated 'M&S FOOD' sign with non-illuminated black acrylic letters.
2. A series of four non-illuminated screen signs fixed to glazing.
3. Small non-illuminated dog sign fixed to the brickwork.

The proposed signage is a requirement of the operator to provide a level of commercial presence. The sign will allow visitors to easily identify that there is an M&S foodstore at the Retail Park. They will also serve to demonstrate the range of products and services available.

Assessment

Barnsley Council adopted a Supplementary Planning Document (SPD) for Advertising in May 2019 to provide guidance for applications for the display of an outdoor advertisement. The note builds upon the Local Plan Policy H1 High Quality Design and Placemaking which ensures development is of high quality design and respects and reinforces the visual character of the area.

The National Planning Policy Framework (NPPF) (2021) sets out national policy guidance on advertising consent at Paragraph 136 and states that *'advertisement should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.'*

The signage will be constructed from high quality materials to create attractive new features which will support the operation the new M&S foodstore. Along with the physical works to alter the elevations that have already been approved the proposed signage will further enhance the visual amenity of the site in a way that also complements the visual amenity surrounding uses.

The proposed signage is entirely appropriate and suitable within its commercial context. The signs are of a proportionate scale to the building itself and to similar signage in the Retail Park. The design and materials are modest and do not detract from the surrounding buildings. The proposed sign is therefore not overly dominant within its setting. It does not raise any concerns in respect of amenity.

The signage is located on the building frontage facing the associated customer car park where it will only be visible to visitors who are already within the Retail Park. There will therefore be no adverse impact on highway or pedestrian safety. We therefore conclude that the proposal accords with the NPPF, Local Plan Policy H1 and the guidance set out within the Advertisements SPD.

Conclusion

The application seeks consent to display advertisements on the frontage of the new M&S foodstore at the Peel Centre in Barnsley. In light of the above we conclude that the proposed advertisements do not conflict with the guidance set out in the NPPF in that the proposals will not have a negative impact on public amenity or safety.

The proposed signage is a requirement of the operator. It will be an attractive and functional feature of the Retail Park. It complies with the relevant Development Plan policies and guidance. We therefore conclude that advertisement consent should be granted at the earliest opportunity.



Yours faithfully



Savills Planning

Savills (UK) Ltd

Encs.

cc. R. Wheeldon (Peel)