
2021/1168

Display of a variety of building mounted and free standing illuminated signage associated with drive through including totem sign

Starbucks, Peel Retail Park, Harborough Hill Road, Barnsley, S71 1JE

Site Location and Description

The site is located within the Peel Retail Park, at a new Starbucks on the edge of the car park. The retail park is entirely commercial in use.

The site before development of the Starbucks showing the boundary between the site and the nearest houses



Site History

2018/1308 – Erection of café/restaurant with drive through facility (Use Classes A3/A5) and associated alternations to site layout

Proposed Development

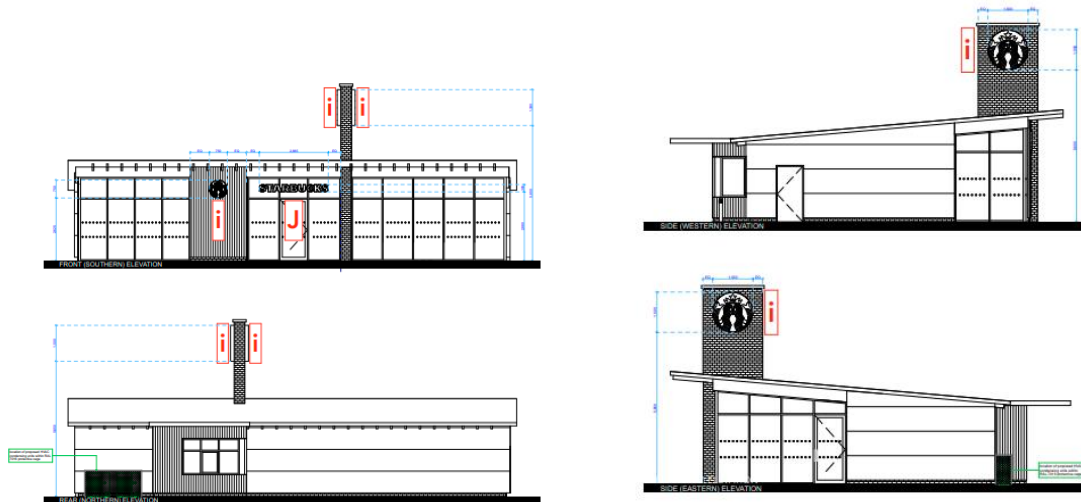
Permission is sought to display signs on and around the building including a new totem sign.

Proposed to take the following forms:

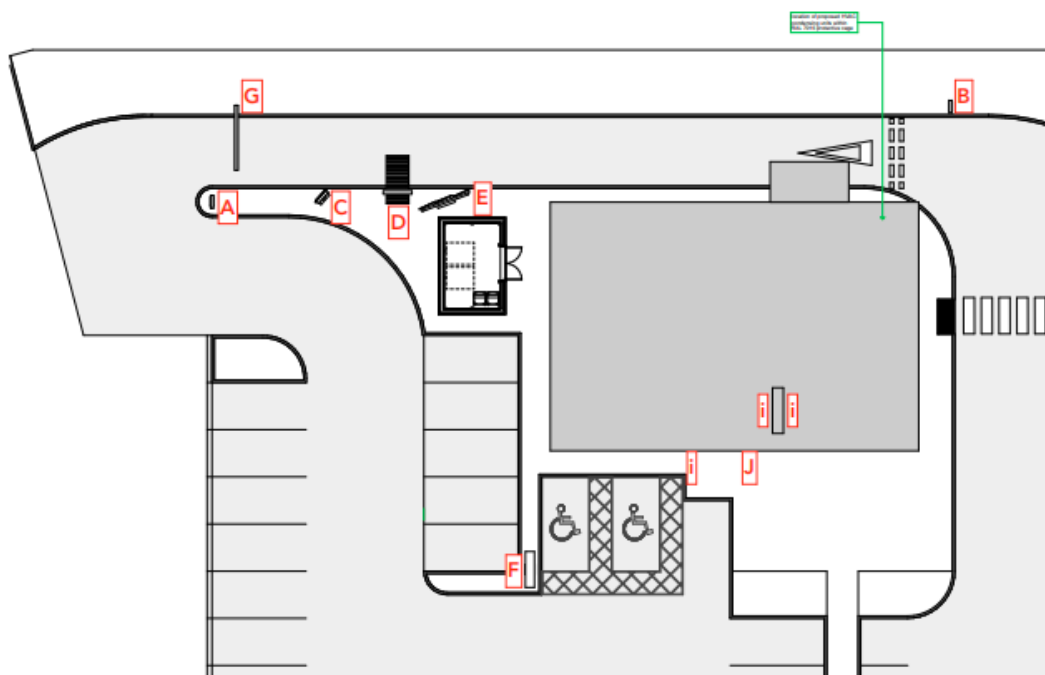
1. Sign A and B : 1.5m high, 1m wide directional signs signing the route of the drive thru.
2. Sign C: Preview menu board on a pole frame, measuring a total height of 1.7m x 0.962 width
3. Sign D: Starbucks lettering to a total size of around 1m by 0.127m on an order point canopy with a frame measuring 3m by 1.4m and a canopy measuring 1.8m x 1.22m
4. Sign E: Menu boards to a total size of 2.745m by 1.228m and maximum 1.628 height
5. Sign F: 7.8m high totem pole sign
6. Sign G – 1.065m x 0.127m clearance warning site on 3.124m high clearance bar.
7. Signs I: 1.5 and 0.75m diameter roundel signs displayed on building
8. Sign J: 2.885m by .305m 'Starbucks' lettering sign.

Signs A, B, C, E, F, I and J are internally illuminated

South(top) and North (bottom) elevations and side elevations West (top) and East (bottom)



Layout plan:



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.

NPPE

These policies reflect the purpose of achieving sustainable development set out in the NPPE 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

Highways Development Control - The proposals are considered acceptable from a highways point of view

Ward Councillors – No response

Representations

The application has been advertised via letters direct to neighbours, and a site notice displayed from 22 September to 13 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 well within the Retail Park. It is concluded that the proposed signs, including those proposed to have static internal illumination, would not be prejudicial to highway safety.

Visual Amenity

The signs are considered appropriate in design and scale to the building and to their setting. The proposed totem sign is the only 'single user' totem sign on the retail park but it's impact is limited to within the retail park which is entirely commercial in nature.

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