
2023/0052

Peel Property (Investments) Limited

Display of various signs including back illuminated main shop sign, non-illuminated screen signs fixed to glazing and dog area sign all fitted onto the shop frontage

Units 3B and 3C, Dryden Road, Barnsley, S71 1JE

Site Location and Description

The site is located within the Peel Centre Retail Park off Harborough Hill Road. The units subject to this application are located within the middle of a range of units that front onto the retail park car park.

Photo of the unit frontage.



Site History

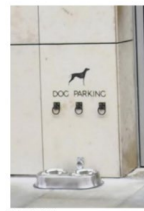
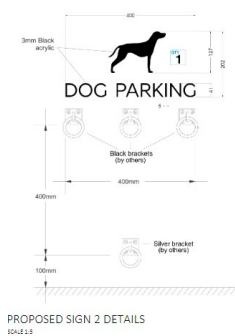
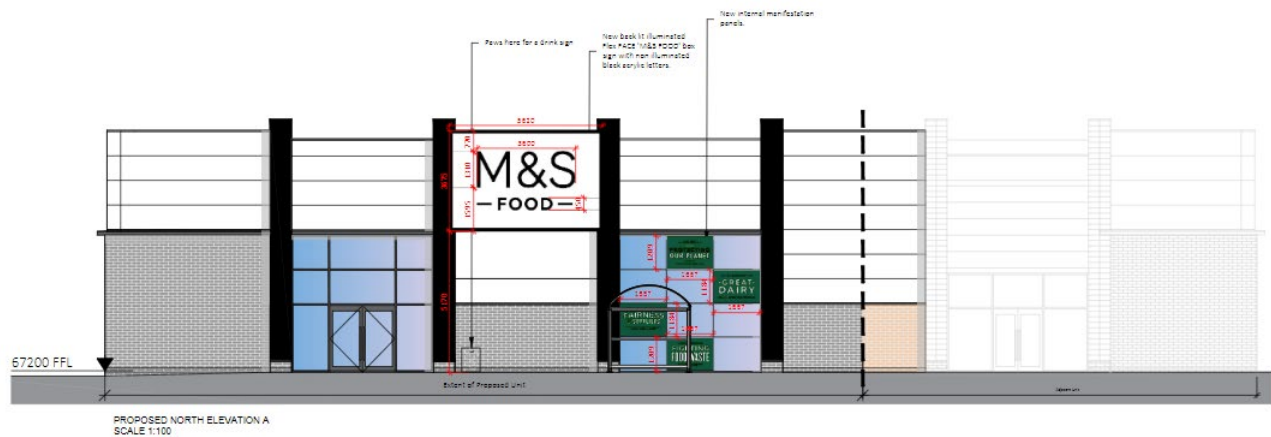
2022/0708 – permission granted for extension to and use of 3B and 3C as food store.

Proposed Development

Permission is sought to display signs on the front of the building comprising

- A back-lit illuminated 'M&S FOOD' sign measuring 3.68 metres high x 5.6 metres wide, illuminated to 300 cd/ m2
- Four non-illuminated screen signs fixed to glazing each measuring 1.2 metres high x 1.7 metres wide.
- A small non illuminated dog sign fixed to brickwork measuring 0.2 metres x 0.4 metres.

Proposal to take the following forms:



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 a Retail Park within the Local Plan Proposals Maps where the following policies are relevant:

Policy TC4 Retail Parks – indicates that retail warehouses will be allowed in retail parks and that other uses will be allowed where the role, character and function of the retail park will not be adversely affected.

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 comments received

Representations

The application has been advertised via letters direct to neighbours, and a site notice displayed 3 to 24 February; 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, including the sign proposed to have static internal illumination, and being located well within the retail park, 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 and have an acceptable impact on visual amenity. Conditions are recommended to restrict the display and illumination as proposed.

It is therefore considered that the proposal is acceptable in terms of its impact on visual amenity and is in compliance with Local Plan Policies GD1 and D1 and the Advertisements SPD

Recommendation

Grant subject to conditions