
2023/0640

PLK Chicken UK Ltd

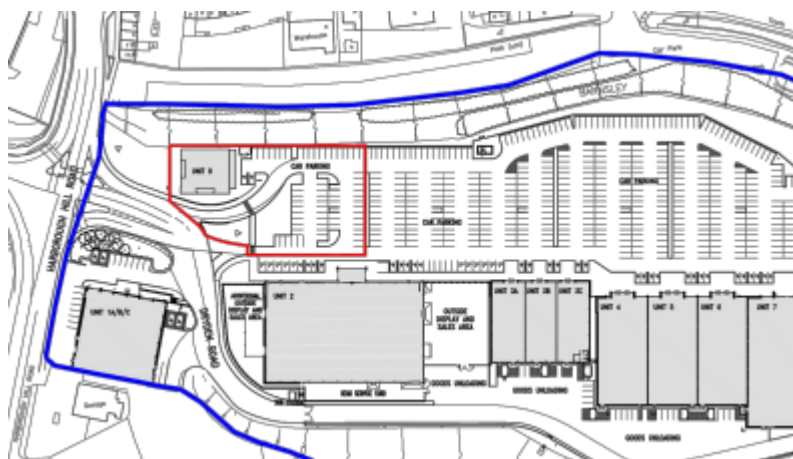
Display of various illuminated and non illuminated advertisements on the building and free standing ones serving the associated drive thru.

Unit 9, Dryden Road, Barnsley, S71 1JE

Site Location and Description

The site is located near the entrance to the Peel Centre Retail Park off Harborough Hill Road. The existing building is single storey, metal clad and roofed and sits alone to the left/north of the main access road into the retail park with some landscaping (grass and shrub beds and a single tree) around it and particularly to the rear/east of the building where there is a significant tree belt. The building was previously occupied by Pizza Hut but has been vacant for some time now and works are underway to implement the permission approved under 2021/0542 as amended by 2023/0177 for external alterations and creation of a drive thru lane.

The submitted site location plan shows the red outlined application site in the context of the wider retail park



Site History

2023/0177 – variation of conditions of 2021/0542 to amend external materials

2021/0542 - alterations to building elevations including minor infilling, creation of a drive thru lane and alterations to car parking layout.

2021/1222 – Application to certify that the lawful use of the building as a restaurant falls within Class E.

B/04/0020 – Erection of a single storey (A3 use) Pizza Hut restaurant

Proposed Development

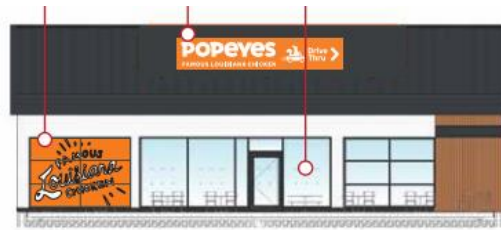
Permission is sought to display signs on the building and free standing ones around the drive thru. The signs reflect Popeye's corporate colour scheme of white and orange and include some static internal illumination. The application has been amended to reflect the concerns of Highways DC, in particular, to resolve conflicts between signs proposed here and on a concurrent non material amendment application.

Proposal to take the following forms:

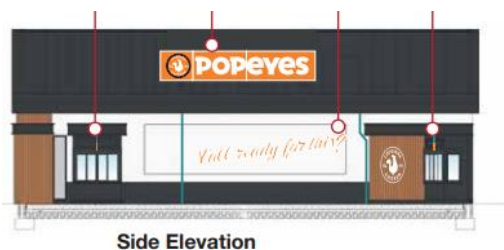
Elevation facing Dryden Road



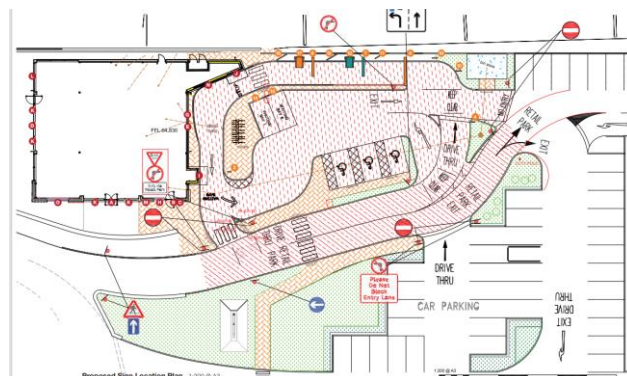
Elevation facing Harborough Hill Road



Rear Elevation



Layout of signs including around drive thru



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

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

Highways Development Control – Initially expressed concerns about the conflict between the proposed signs and those shown on the concurrent NMA application. Amended plans resolve that conflict and the scheme is considered acceptable.

Ward Councillors – no comments received

Representations

The application has been advertised via letters direct to neighbours, and a site notice displayed 18 July to 8 August; 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. The proposed signs relate to the use of the authorised use of the building as a restaurant with a drive thru.

Highways safety

The proposed signs have been amended to reflect highway safety concerns in relation to the signs around the drive thru. For the most part, the signage is comparable to the previous Pizza Hut branding and the illumination does not impact the signalised junctions on Harborough Hill Road. It is concluded that the signs would not be prejudicial to public highway safety and the proposal is in compliance with Local Plan policy T4.

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