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Submitted via the Planning Portal Ref: PP-12343722

Dear Sir or Madam,

Town and Country Planning Act 1990 (As Amended)
Marks and Spencer PLC
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 to apply for the above. The application seeks consent to display two advertisement signs at the new M&S unit at the Peel Centre in Barnsley.

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 404 Rev P04 Proposed – External Signage Details

The requisite fee of £196.00 has been paid via the Planning Portal website.

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) and is now under construction.

The Proposed Development

The application seeks advertisement consent to display two small 'bus stop' signs on the frontage of the new foodstore. The sign is modest in scale, they are a requirement of the operator. Full details of the signs are provided on the submitted drawing reference 210249 404 Rev P04 Proposed – External Signage Details – Proposed Sign 4 Details only. Please note that all other signs on the drawing were initially approved under advertisement consent reference 2020/0708. The proposed additional two 'bus stop' signs form part of that overall signage scheme.

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 signs will be constructed from high quality materials to create an attractive new feature that will form part of the approved advertisement scheme for the unit. The signs are in keeping with the overall scheme and the approved scheme is in-keeping with the visual character of the area. The proposed signs are entirely appropriate and suitable within its commercial context. The signs will not give rise to any public safety or amenity issues.

Conclusion

The application seeks consent to display two signs 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 signs are modest in nature and do not raise any conflicts with relevant policies. It follows that advertisement consent should be granted.

Should you require any clarification or additional information, please do not hesitate to contact either Peter Whittingham or Alex Wylie at these offices.

Yours faithfully

A handwritten signature in black ink, appearing to read "Savills", written in a cursive style.

Savills Planning
Savills (UK) Ltd

Encs.

cc. L. Scott (M&S)