
2022/1086

Peel Property (Investments) Limited

Erection of illuminated standalone totem sign adjacent the site entrance

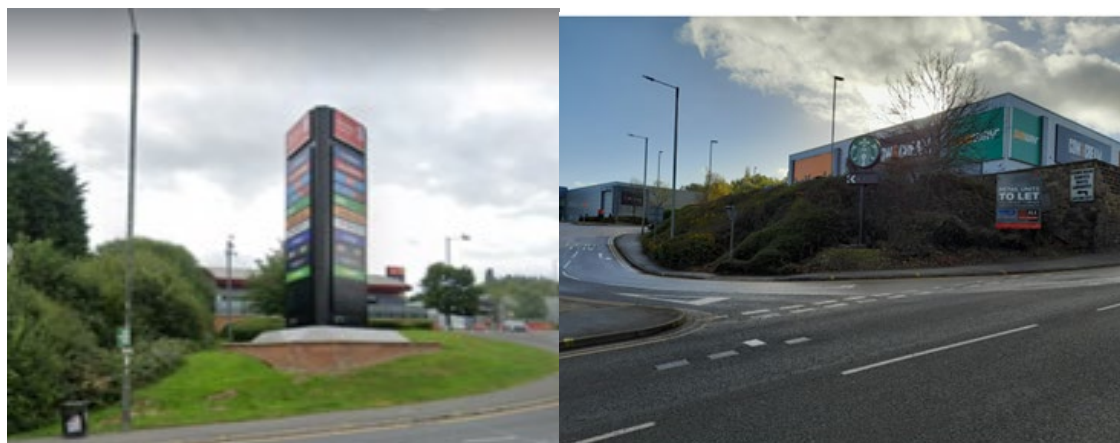
Peel Centre, Peel Centre Retail Park, Harborough Hill Road, Barnsley, S71 1BQ

Site Location and Description

The site is located at the entrance to Barnsley Retail Park at the Harborough Hill Road frontage. There are houses nearby to the south and the north on Harborough Hill Road and to the west on the other side of Harborough Hill Road, but to some extent screened from the site of the proposed sign by existing signs, commercial buildings and trees.

The proposed sign will be displayed in the landscaped embankment and next to an existing Starbucks totem – to the left of the Starbucks totem as viewed from Harborough Hill Road

Photos of the retail park monolith sign and the site location



Site History

The nearby signage permitted includes:

2018/1297 – Starbucks totem sign 5 metres high and 1.5 metres wide

2017/0229 – refurbishment of 2no 10 metre high monolith signs and installation of 2no additional 2m high free standing signs

Proposed Development

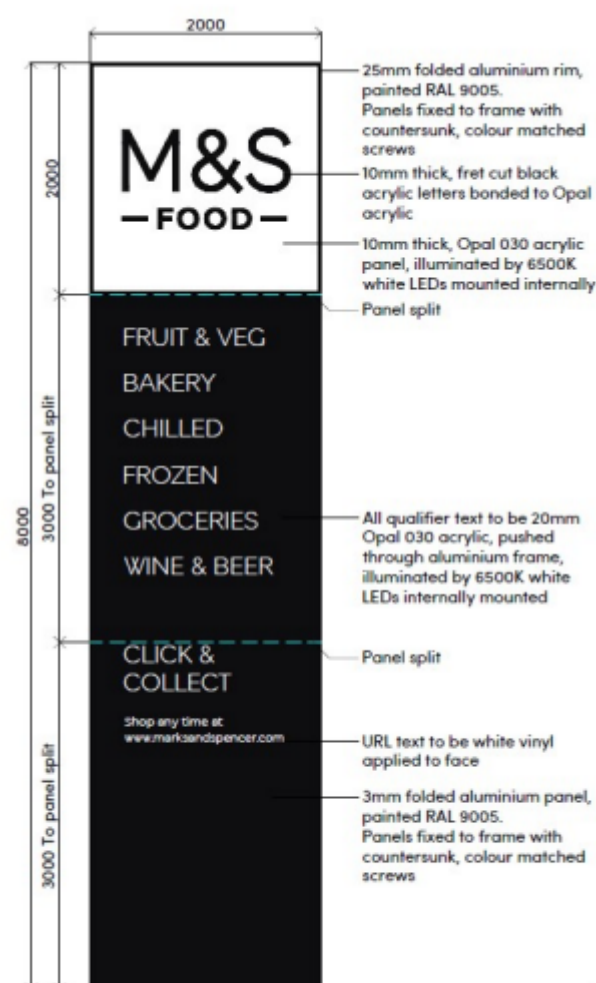
Permission is sought to display a new totem sign measuring 8 metres high, 2 metres wide and 0.306 metres deep and illuminated to 350cd/m²

The application is supported by two letters from the agent indicating that the totem sign will be constructed from high quality materials to create an attractive new feature, coloured black with white text and white with black text. It is indicated that the proposed totem is a requirement of the operator to provide a level of commercial presence and that the totem is entirely appropriate and suitable within its commercial context, is proportionate to the nearby buildings and advertisements. The agent notes that the sign is set within soft landscaping where there are trees that will soften the appearance of the totem and submits a photo showing that the existing Starbucks sign is well screened. The agent's photo of the

Starbucks sign is taken from the opposite side of Harborough Hill Road and shows the trees that are sited in the middle of the dual carriageway.

The agent asserts that the proposed signage would not contribute to or cause clutter, is in keeping with the signs already displayed and concludes that the sign does not raise any concerns in respect of amenity or safety.

Proposal to take the following form:



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

Highways DC – It is proposed to erect a totem sign next to an already existing totem sign within the landscaped area on the southern side of the retail park access road. The proposed sign does not interfere with any vehicular or pedestrian sight lines/visibility and the proposed luminance levels of 350cd/m² are well within the recommended maximum levels.

As such, the proposals are considered acceptable from a highways development control perspective

Ward Councillors – no comments received

Representations

The application has been advertised via letters direct to nearby properties, and a site notice displayed 2 to 23 November; one representation has been received expressing concern about the likelihood of light pollution and requesting that lighting is either switched off after 10/11pm or dimmed to reduce the impact on nearby houses. Also seeks clarification that the sign won't encroach onto the footpath.

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 sign is sited well clear of the highway and visibility splays. The proposed luminance is within the recommended maximum levels. It is concluded that the sign would not be prejudicial to public highway safety.

Visual Amenity

The sign is proposed to be sited next to an existing (smaller) Starbucks totem sign at the entrance to the retail park. The existing Starbucks sign is sited on the opposite side of the Dryden Road entrance from a monolith sign and far enough away from it that it doesn't result in an unacceptable proliferation and clutter. However the proposed sign would be sited next to the Starbucks sign and would be significantly wider and taller than that existing sign.

The SPD Advertisements indicates that signs on businesses and commercial premises should be limited to that which is necessary to identify the premises, and that the over provision of signs can give rise to a cluttered and aggressively commercial appearance which can have a damaging impact upon the visual character of an area.

The Council understands the need for commercial visibility for businesses. It is clear that two large monolith signs have been allowed at the retail park, one at the site entrance and a second further into the retail park adjacent to the old Pizza Hut building, in order to reduce the potential for proliferation and clutter resulting from individual retailers wanting to display totem signs at the entrance to the retail park. It is expected that M & S would be provided, like the other retailers at Peel Retail Park, with space on the monolith sign for the M & S name. If that did not prove possible, there may be scope for the existing Starbucks sign and a smaller M & S sign to be combined into a new single totem sign in this location.

The agent indicates in a supporting letter that the proposed totem is a requirement of the operator to provide a level of commercial presence. Although the Council has no evidence to dispute this assertion it is notable that M & S are located on the St James retail park in Sheffield, where the advance signage on the road frontage is limited to a single totem sign which all the retailers share to provide a level of commercial presence (in the manner very similar to the monolith sign approved here at Peel Retail Park) and M & S don't have their own totem sign. The agent also submits that the proposed sign is set within soft landscaping where there are trees that will soften the appearance of the totem. The proposed sign is located on an embankment where predominantly low shrub planting will soften the appearance of the sign to a very limited degree. The trees referred to by the agent are on the other side of the south bound carriageway of Harborough Hill Road and will only soften the appearance of the totem in very limited views – they will have no impact on most views of the totem.

It is concluded that the proposed sign would give rise to a cluttered and aggressively commercial appearance which would have an adverse impact on the appearance of the area.

The concerns raised by the local resident reflect the advice in the Advertisements SPD that excessive illumination causes light pollution and the light source should be designed so that it is not likely to cause a nuisance to nearby residential properties. If the application were not considered to be inappropriate for reasons of clutter, negotiations with the applicant would have been sought to secure a limitation on the hours of illumination.

It is concluded that the proposal is not acceptable in terms of its impact on visual amenity and is not in compliance with Local Plan Policies GD1 and D1 and the Advertisements SPD

Recommendation

Refuse