
2021/1201

Lynne Garlick, Pets at Home

Display of various illuminated and non illuminated shop signage

Unit 3B, Dryden Road, Barnsley, S71 1JE

Site Location and Description

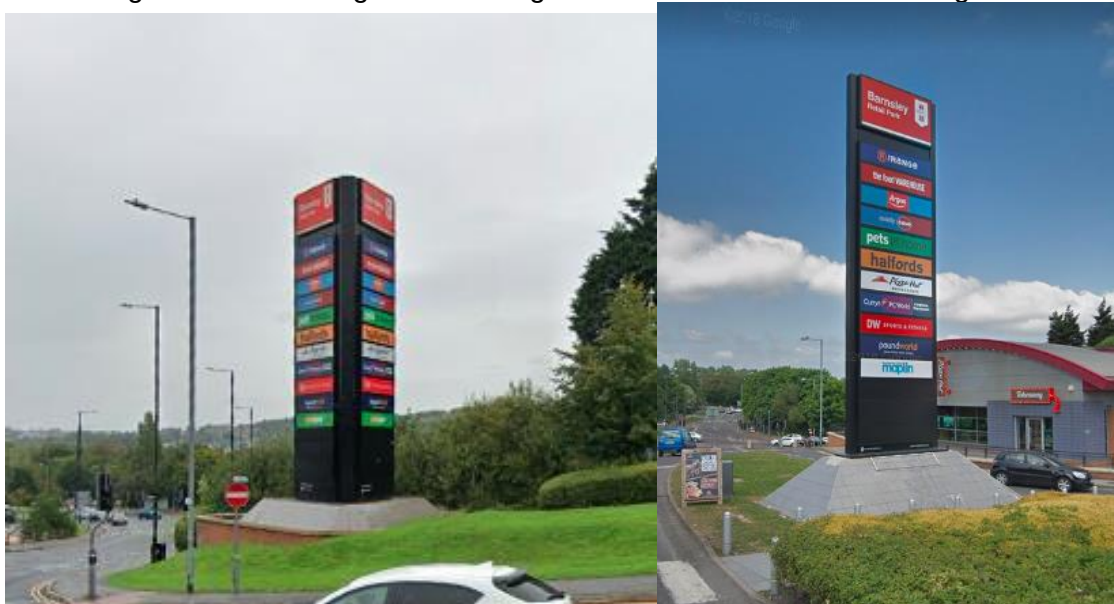
The site is located within the Peel Retail Park with a frontage onto Harborough Hill Road.

The existing Pets At Home Unit is within the main row of retail units on the Retail Park

Street view snip of the unit frontage and side elevation



Harborough Hill Road triangular totem sign and the double sided totem sign within retail park



Close up of one of the totem signs – they are identical in content/order and both internally illuminated.



Site History

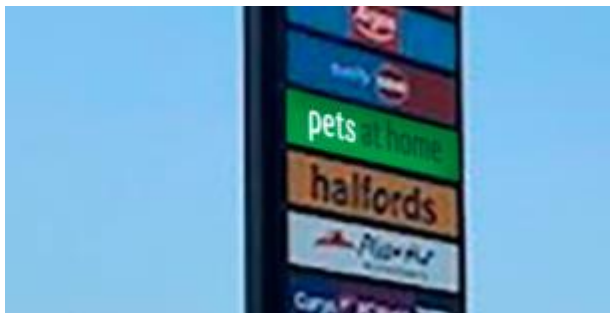
A range of complex planning permissions govern the uses the on the wider retail park. The existing signage appears to date back to 2005/0491 for the two 'corporate sign boards' – ie the two and three sided totem signs; and to 2005/0342 for the advertising on Unit.

Proposed Development

Permission is sought to display signs on the building and on the two existing totem signs. It appears that there has been a rebranding of Pets at home. On the totem signs this is largely visible only as a change in the tone of green background. On the fascia signs, this is visible as both a change in the tone of the green background and a reduction in the size of the principal 'pets at home' lettering to make space for the wording 'pet care centre'. In addition, the entrance level poster signs are being replaced with new signs and one new roundel sign is proposed at fascia level.

Proposed to take the following forms:

Proposed replacement 'Pets at home' panel on totems (signs 1 and 2, both internally illuminated to 300 cd/m²)



Proposed front and side elevation signs – the application form specifies the two main ‘pets at home’ signs and the new ‘the groom room’ roundel will be internally illuminated. The remaining poster signs either side of the entrance are not illuminated.



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.

Representations

The application has been advertised via letters direct to neighbours, and a site notice displayed from 4 October to 25 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 with one exception replacements of existing signage and would not have a greater impact on highway safety than the existing signs. It is concluded that the proposed signs, including those proposed to have static internal illumination, 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, reflecting the new corporate style and having no greater impact on visual amenity than the signs which they replace.

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

