

4 October 2023



Head of Planning  
Planning and Transportation Service  
Barnsley MBC  
PO Box 604  
Barnsley  
S70 PPE



Belvedere  
12 Booth Street

**Submitted via the Planning Portal Ref: PP-12506107**



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 Consent to Display Advertisements**

### Introduction

We write on behalf of our client, Marks and Spencer PLC (M&S), to apply for the above. The application seeks consent to display an illuminated sign on the eastern elevation of the new M&S Foodstore at the Peel Centre in Barnsley.

### Application Documents

The application comprises this covering letter and the following documents:

1. The completed application forms
2. Advertisement consent references:
  - a. 2023/0052
  - b. 2023/0722
3. Plan reference:
  - a. AGH 997 201G – Location Plan
  - b. 210249 404 Rev P05 Proposed – External Signage Details



### 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 east 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.

Advertisement consent was granted for the main M&S signage scheme on 15 March 2023 (ref. 2023/0052). Following that a separate application for advertisement consent for two 'bus stop' signs was approved on 20 September 2023 (ref. 2023/0722). Both of advertisement consents are attached for ease. This additional sign forms part of the overall scheme already approved by the two previous advertisement consents.

## **The Proposed Advertisement**

The application seeks advertisement consent to display a single illuminated 'M&S - FOOD' sign on the east elevation of the new M&S Foodstore at the Peel Centre. Full details of the sign is provided on the submitted drawing reference 210249 404 Rev P05 Proposed – External Signage Details.

The proposal is for the new 'M&S – FOOD' on the east elevation only, all other signs shown on the drawing are already approved by the advertisement consents referred to above and are shown on the drawing for completeness and illustrative purposes only. The additional sign on the east elevation simply forms part of the approved wider signage scheme and is requirement of the operator.

## **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 sign 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 sign is in keeping with the overall approved scheme that has already been supported by the Council and benefits from advertisement consent.

## **Conclusion**

The application seeks consent to display a single illuminated 'M&S - FOOD' sign on the east elevation of the new M&S Foodstore at the Peel Centre. In light of the above we conclude that the proposed sign is modest in nature and does 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 at these offices.

Yours faithfully



Savills Planning  
**Savills (UK) Ltd**

Encs.

