
PLANNING STATEMENT

Upper New
Street,
Barnsley

Planware Ltd

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Version 2

Document Control Sheet

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1 Introduction

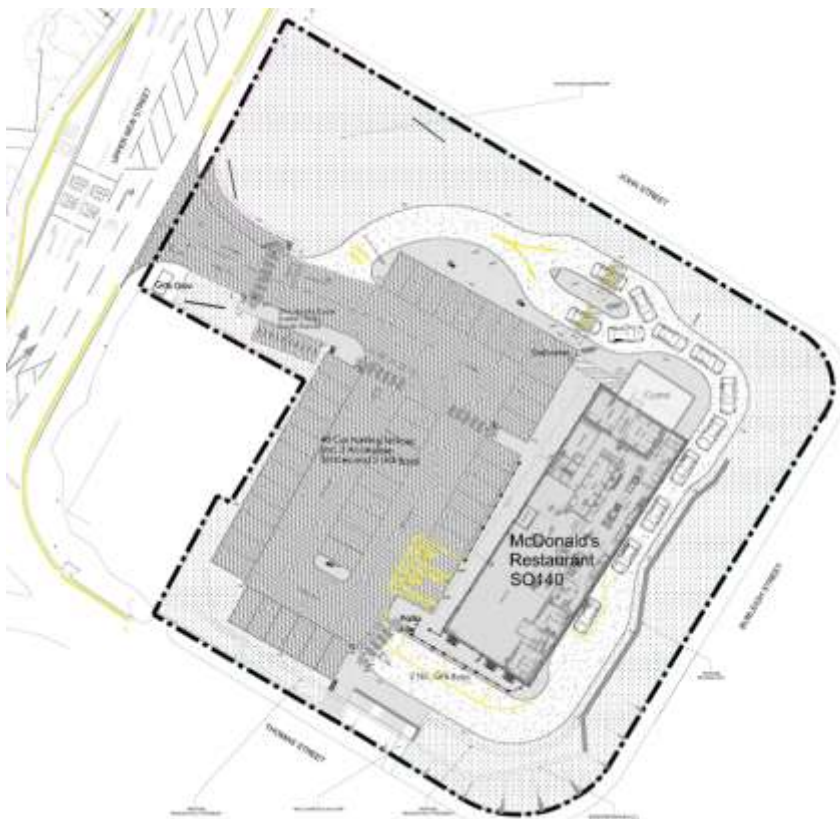
- 1.1 This statement has been prepared in support of an application submitted by McDonald's Restaurants Ltd for a new single storey Drive-Thru McDonald's restaurant (Class A3 / A5) with a proposed total site area of 0.47 ha at land at the junction of Thomas Street and Upper New Street, Barnsley.
- 1.2 The McDonald's brand is globally recognised and, in the UK, the Company trades from over 1,200 restaurants and has a workforce of approximately 97,000 people. Over 69% of restaurants are operated as local businesses by franchisees. The restaurants are either located in high streets or town centres; on retail parks (whether in standalone units or in food courts); and standalone 'roadside locations'.
- 1.3 McDonald's has been trading in the UK since 1974. Expansion of the portfolio was rapid during the 1980's and 90's in particular and McDonald's is now represented in most major cities and towns in all of their differing formats.
- 1.4 The Company has recently been undertaking a thorough review of its portfolio of restaurants and is seeking to increase its representation in certain key locations. At the same time, McDonald's has implemented a major brand refresh, both in terms of its product range and the design and fit-out of its restaurants. This application forms part of that overall strategy.
- 1.5 In this case, the application is for a freestanding single storey McDonald's restaurant. The proposal, which is for both the sale of food and drink for consumption on the premises and off the premises, is a mix of classes A3 and A5 of the Use Classes Order.
- 1.6 The following documents are submitted with this planning application:
 - Application forms
 - Drawings
 - The requisite application fee; £2310,00
 - A Design and Access Statement;
 - Transport Assessment and Travel Plan
- 1.7 The remainder of this statement is structured as follows:
- 1.8 In Section 2 we describe the proposed development, the site and the character of the area.

- 1.8.1 In Section 3 we set out the McDonald's' operational details in terms of its use class; trading formats; staffing levels; normal hours of operation and servicing; other operational requirements and the extent to which McDonald's may be able to be flexible in the operation of its standard business model.
- 1.8.2 In Section 4 we consider McDonald's approach to environmental sustainability including reference to its Corporate Social Responsibility statement, materials sourcing and approach to renewable energy.
- 1.8.3 In Section 5 we consider McDonald's approach to employment and training and their involvement in the community.
- 1.9 In Section 6 we consider any planning policy relevant to the application whether that arises from:
- National Planning Policy Framework;
 - The development plan;
 - Supplementary planning documents and other relevant guidance.
- 1.10 Having identified relevant planning policy, in Section 7 we go on to assess how the application performs against policy.

2. The Proposed Development

The site and surrounds

- 2.1 The site is located on the junction of Thomas Street and Upper New Street, Barnsley within the town centre. The site increases in gradient from west to east, with an existing retaining wall lining its perimeter to the south.
- 2.2 The site is an existing car park on a gateway site into the town. The landscaping scheme submitted alongside with application adds an aesthetic element to the north east of the site, adding to the character and importance of this gateway site.



(Indicative site layout)

- 2.3 Surrounding uses are predominantly retail and commercial. These uses include Bullers Automotive, H&M Revenue and Customs, Mach Recruitment, Citizens Advice Bureau and Aihambra Shopping Centre.

- 2.4 Access to the site will be via the existing site access. This will follow through to the proposed restaurant car park and drive-thru lane. The lane extends to the east and south of the building. The southern end of the building also provides two 'grill bays' which allows customers to park whilst their meal is prepared to ensure the drive thru lane works efficiently.
- 2.5 The building is single storey, utilising a selection of sustainable materials. The colour palette chosen for the building is of neutral and natural colours inclusive of khaki green and natural stone.
- 2.5 The most significant building adjacent to the site is the former Gala Bingo hall; it is around two storeys in height. Opposite the proposed site is a large Morrisons supermarket.
- 2.6 Overall, the overarching aim of this proposal is to generate a sustainable and viable restaurant use in an attractive and accessible location. By redeveloping this brownfield site, we are generating a functional use which aids the attractiveness of the surrounding area and benefits the community, providing employment.

3. The McDonald's Operation

- 3.1 Before assessing the proposals against relevant planning policy, it is important to first understand the McDonald's operation and to appreciate the extent to which the proposed location, size, format and layout is determined by the operational requirements of the business.

Freestanding Restaurants

- 3.2 The McDonald's freestanding or drive-thru restaurant is a single storey unit. The model has evolved over many years in order to meet the very specific operational requirements of McDonald's.
- 3.3 The restaurant has a GEA of 441 sqm, and the GIA is 414.7 sqm.
- 3.4 Within the public part of the building are the dining area, counter and a corridor leading to male/female/disabled toilets.
- 3.5 The non-trading part of the property comprises of the kitchen and service counters, an office, two presenter booths (for a till and delivering orders on the drive thru lane) a fast forward booth, a staff room, two staff changing rooms, store, gully, external store, freezer and chiller rooms.
- 3.6 This application includes the introduction of a fast forward lane, which will allow for a customer to pull forward to a third booth, if there is a small delay in the order, rather than driving through to the Grill Bays. This allows the traffic flow to be retained through the drive thru lane.
- 3.7 The amount of development relates directly to the operational requirements of McDonald's and is the minimum necessary to deliver the proposed operation.

General operation

- 3.8 McDonald's preferred approach to parking provision is for around 2no. disabled parking spaces and 2no. reserved grills order bays. The disabled parking and other measures detailed in the Design and Access Statement allows the restaurant to be utilised by all sections of the wider community, and to be accessed by non-car modes of transport.
- 3.9 The restaurant has a common signage palette which has been designed with the customer in mind but tailored for each store and its setting. Directional signage is based on set MOT standard signs to aid circulation within the site, while menus are carefully positioned in the drive thru lane in relation to order points and to reduce queue lengths. The lighting strategy is based upon requirements for a luminance level which maintains security, and which is to an acceptable standard for the visually impaired. The main freestanding sign is internally

illuminated at a maximum 600cd/m². The welcome sign is also internally illuminated at a maximum 600cd/m².

- 3.10 McDonald's freestanding restaurants ideally operate 24 hours per day and 7 days per week, although there is some flexibility where specific amenity issues dictate otherwise. The peak periods are usually lunchtimes, followed by evenings and breakfasts.
- 3.11 The outdoor area is landscaped and will provide an attractive outdoor space that includes furniture for dining outside on the patio. In brief it incorporates:
- Hard landscaping areas with paving, including tactile paviers at pedestrian crossing points and railings to protect customers in the patio area from vehicles in the circulation areas.
 - Planting species which will be located so as not to hinder site security, retaining views into the restaurant building. It will enhance and soften the relationship between the building and the surrounding area, and provide a high quality setting for the restaurant.
 - Seating will be provided within a patio area close to the entrance to the restaurant retaining dedicated pedestrian routes to and from the main doors.
 - External lighting will be provided to assist the visually impaired, and increase the safety and security of the restaurant, but will also be designed to minimise the visual impact on the wider area.
- 3.12 Servicing of the restaurant is undertaken by a dedicated supplier –Martin Brower, and will take place approximately 3 times per week, lasting between 15 - 45 minutes depending on the delivery required.
- 3.13 Martin Brower has a delivery fleet of over 150 vehicles and services all McDonald's restaurants in mainland Britain. Servicing McDonald's restaurants while they are open is a common practice and doesn't present any operational difficulties. Delivery times at lunch time (12:00 and 14:00) are avoided to minimise any delays in delivery, but this can be adapted to suit any site, i.e. control of delivery times in sensitive locations. Martin Brower uses a sophisticated computerised planning tool (Paragon) which enables the requirements for individual delivery destinations to be set and ensures that they are complied with on every occasion the delivery is planned. Typically restaurants receive three deliveries a week. These utilise a multi-temperature vehicle which allows all the store's requirements of frozen, chilled and ambient products to be delivered in one visit reducing the overall number of deliveries each restaurant receives and further reducing carbon emissions from deliveries for each store. The delivery duration will depend on the volume of delivery, but typically is completed in a 15 to 45 minute range. The restaurant will be allocated a 2hr delivery slot, and the delivery will be planned

within this. Notification of the planned delivery time is e-mailed to the restaurant two days before delivery. On the day of the delivery the GPS system linked to Paragon will automatically e-mail the restaurant 30 minutes prior to the vehicle's arrival.

- 3.14 A representative from Martin Brower will visit the site prior to any new store opening, and assess the designated delivery area. Any special requirements will be communicated to their transport and scheduling department, but can be printed on to every delivery note taken by the drivers if necessary. Tracking for the delivery is set out in the Transport Assessment.
- 3.15 Through this process of prior assessment and notification, Martin Brower and McDonald's are able to arrange the best time for delivery at that restaurant, notify the restaurant of an accurate arrival time and, if necessary, ensure that any measures required within the parking area are employed in good time for the delivery arrival. Typically staff at restaurants would put out their empty cages and bun trays (returns) to cordon off part of the car park (if deemed necessary by the Transport Assessment) for delivery before the visit to ensure that the vehicle can easily access the site and thus prevent problems within the site.
- 3.16 Drive-Thru restaurants typically employ more than 65 full and part-time staff dependent on size. McDonald's is an equal opportunities employer, and seeks to employ members of staff from a range of backgrounds and experience. Many employees work part-time and there is usually an even balance between male and female employees.
- 3.17 To ensure uniformity throughout the world, all franchisees must use standardised McDonald's branding, menus, design layouts and administration systems.

4. McDonald's approach to the Environment & Sustainability

- 4.1 At McDonald's the overarching goal in terms of environmental and social policy is continuous improvement. By implementing this approach, the aim is to achieve its mission of being the UK's favourite family restaurant. McDonald's strive to achieve recognisable environmental sustainability through the measures identified below. To assist with achieving its objectives, audit and training programmes have been developed, which are applied to all restaurants.

Green Building Construction

Waste and Use of Recycled Material in Construction

- 4.2 Materials used for construction of the restaurant are suitable for recycling, and include aluminium clad panels, stone shields and concrete foundations. Furthermore, concrete used for the external sub-base and foundations will be formed from recycled aggregates.
- 4.3 Materials for the building are selected to provide the required aesthetics combined with maximum durability and robustness. Whilst it could be argued that the embodied energy absorbed into some of the products selected, it is envisaged that the requirement for replacement, maintenance and repair will be minimal during the building lifecycles, thus providing a good low level of energy input over the whole lifecycle.

Solar Gain and Orientation

- 4.4 The design of the new folded roof has been directly influenced by the solar path. The restaurant front is also primarily glazed to ensure that natural sunlight is used to maximum advantage, which assists with the internal lighting of the restaurant and heat retention when cooler outside. Conversely, when outside temperatures are warmer, the roof is designed to provide external shading which reduces internal solar gain

Internal Temperature Control and Thermal Cooling

- 4.5 The principle entrance to McDonald's restaurants are designed to act as a 'wind lobby' the purpose of which is to reduce heat exchange thereby allowing the restaurant to remain warm in winter months and cool in summer months. In doing so, this reduces as far as possible the need for internal temperature controls. To further assist internal temperature control, the external shell is designed to prevent air leakage and achieve the U-value required by current building regulation standards.

Green Technology within fit out

- 4.6 All restaurants have within them a sophisticated building management system to operate lighting, heating and air conditioning. Low energy LED lighting systems are used in nearly all units. McDonald's kitchen appliances have standby reminders and we have introduced a metering system which measures the amount of electricity used in every half hour of the day. Restaurant Managers receive daily graphs to help them make energy saving adjustments. McDonald's has improved its energy efficiency (measured as customers served per kWh of energy) by 22% between 2008 and 2012 and is continuing to make further efficiencies.

McDonald's "Gold Standards"

- 4.7 McDonald's Restaurants has developed a European wide approach to sustainable development closely linked to the European Union's ambitious "20/20/20 by 2020". McDonald's have assessed their existing restaurants with environmental and energy consultants ECOFYS to investigate improved performance of the existing and new restaurant buildings. This has resulted in McDonald's setting Green building guidelines. This is a McDonald's European initiative and some elements are less appropriate to the UK, for example, solar impact reducers. Initially a benchmark for existing stores was established and standards set for remodelling existing stores and new buildings, which are referred to as "silver" and "gold" standards. Whilst the silver standard was the original minimum requirement, this has been raised and all new restaurants are now required to meet the gold standard of design. Full details of the requirements are set out in section 6.1 of the Design and Access Statement and are therefore not repeated here.

Suitable Urban Drainage System

- 4.8 Responsible management of water is achieved through a variety of approaches. The implemented approach to the site drainage strategy will be reviewed during the design process. Measures to improve water usage, such as waterless urinals, are being utilised at a number of restaurants. In addition, the implementation of Environmental Biotech drainage systems, which will improve the quality of discharge water

Sustainable Processes, Products and other considerations

Minimising Transport Impacts and Reducing Carbon Dioxide Emissions

- 4.9 Cooking oil from restaurants is recycled into biodiesel using local collectors. The biodiesel is then used as fuel by McDonald's vehicles. Biodiesel is now being used in all delivery trucks and results in a carbon saving of 8,209 tonnes per annum. Corrugated cardboard, some plastics and food waste are also back-hauled using our distribution company, thereby negating the need for separate collection vehicles.

Renewable Energy

- 4.10 All new drive thru McDonald's restaurants are supplied with electricity from 100% renewable sources, generated off site. This far exceeds any potential on-site renewable generation. The supply is from a variety of sources, provided by Npower and is guaranteed until 2035.
- 4.11 Since 2007 McDonald's has reduced the amount of energy used per customer by over 22%, equating to a saving of over 60,000 tonnes of CO₂ per annum, and they are continuing to make investments in energy savings.

Recycling of packaging and use of recycled materials

- 4.12 McDonald's is committed to using recycled materials wherever possible throughout the business. Approximately 89% of McDonald's packaging is made from renewable resources and only the minimum amount of packaging is used per product. For example, cup holders are made from 100% recycled materials and are fully biodegradable. McDonald's restaurants also promote recycling by purchasing recycled products themselves, such as 100% recycled kitchen towel rolls and toilet paper.
- 4.13 McDonald's reuses delivery packaging wherever possible in accordance with food safety laws. All restaurants aim to recycle 100% of their corrugated cardboard, which in itself accounts for 30% of a restaurant's average total waste. In addition, the delivery trays and crates are returned to suppliers for reuse.

Waste Minimisation

- 4.14 The McDonald's Waste Management Strategy is based upon the hierarchy: Design, Reduce, Reuse, Recycle and Disposal. Waste minimisation is promoted, for example, through the re-design of bun tray liners and specifying the use of light-weight bin liners. Food wastage is minimised through the use of a computer system that monitors the amount of food served at given times of the day, resulting in more accurate preparation and ordering of stock.

- 4.15 To further minimise waste, McDonald's has joined the Valpak distributor take back scheme, which ensures that redundant equipment is recycled with accredited companies.

Local Environment

Litter

- 4.16 McDonald's is committed to tackling litter in as many different ways as possible. It is company policy to conduct a minimum of three daily litter patrols, whereby employees pick up not only McDonald's packaging, but also any other litter that may have been discarded in the vicinity of a restaurant.
- 4.17 Litter bins are provided outside all restaurants, and packaging carries anti-littering symbols to encourage customers to dispose of litter responsibly. Anti-littering signage is displayed within restaurants and car parks, and support is given to Keep Britain Tidy, Keep Wales Tidy, Keep Scotland Beautiful, Keep Northern Ireland Beautiful and Capital Clean –up.
- 4.18 McDonald's is a founding member of Keep Britain Tidy's Love Where You Live anti-littering campaign. The company organises regular clean-up events in local communities and raises awareness of the anti-littering message through its 1,200 UK restaurants. This has seen McDonald's carry out over 1,000 events across the country involving over 30,000 volunteers. Individual restaurants also undertake their own anti-littering initiatives, such as litter picking sessions in local parks and open spaces with local community groups or schools.
- 4.19 A majority of McDonald's restaurants have a 'Planet Champion' who has the responsibility to help raise awareness of ways to be more environmentally friendly. The little changes that these Planet Champions have introduced have made a huge difference to reduce the energy that McDonald's use. Planet Champions are also responsible for organising litter events alongside the local community.

Noise and Odour Mitigation

- 4.20 McDonald's recognises the potential impact of noise and cooking odours on local amenity. In response to these impacts, McDonald's utilises an air extraction system which incorporates electrostatic precipitators and labyrinth systems that remove air borne grease and odours, and ensure that only purified air is expelled from the restaurant.
- 4.21 The importance of minimising noise is emphasised to staff, and 'considerate neighbour signs' and an Environmental Manual and audit systems are used to manage noise in the longer term. McDonald's can also employ a range of site specific noise mitigation measures in response to amenity issues, if these are necessary.

Antisocial behaviour

- 4.22 Incidents of antisocial behaviour are kept to an absolute minimum through strategies such as staff training in dealing with incidents, liaison with community police officers and use of CCTV cameras where necessary.

Traffic Impacts

- 4.23 The McDonald's layouts have been carefully designed to be compact, with clear signage to ease circulation and to minimise any risk of congestion. The car park design is pedestrian-friendly and links to the wider pedestrian / cycle network are encouraged where possible.

Nutrition

- 4.24 McDonald's is committed to supporting its customers to make dietary choices that are right for them. The company has pursued a three-pronged approach to achieving this: reformulation, menu choice and the provision of nutrition information, and is the first company in its sector to embark on such a programme. The saturated fat content of cooking oil has been reduced by 82% and the average Happy Meal now contains 32% less sugar, 19% less saturated fat and 45% less salt than in 2000. The menu now includes porridge, deli sandwiches, bagels, fruit and carrot stick bags, salads, orange juice, Fruit Shoot drinks, mineral water and semi-skimmed organic milk.
- 4.25 Since 1984 on a voluntary basis, McDonald's has provided customers with a range of different ways to find out more about its food including printed nutrition information on much of its packaging, tray liners, and on its website. In addition, since September 2011, all 1,200 McDonald's UK restaurants display the calorie content of all menu items on menu boards – the point at which people choose their food.

CCTV

- 4.26 Each of McDonald's drive thru restaurants has CCTV, both for security and to monitor the drive thru lane. A central unit records content from all of the restaurants cameras.
- 4.27 CCTV cameras will, where possible, be carefully positioned to avoid covering land outside of their ownership.

5. Employment, Training & the Community

- 5.1 The proposed restaurant is expected to employ more than 65 full and part time staff, primarily from the local area.
- 5.2 McDonald's commitment to staff education incorporates both internal training programmes and externally recognised qualifications. The McDonald's training philosophy centres on career long learning – “from the crew room to the boardroom”. McDonald's is recognised as a “heavy lifter” by the Work Foundation as it recruits on the qualities not the qualifications of applicants.
- 5.3 Key to delivering this is the company website for employees – “ourlounge.co.uk”, which acts as a support facility allowing online shift scheduling, providing career advice and an online learning programme. Critically, McDonald's was given official awarding status by the Qualifications and Curriculum Authority in 2008, which affords the ability to develop and award its own nationally recognised qualifications. The first qualification that McDonald's offered is a Level 3 Diploma in Shift Management, which over, 8,700 Shift Managers have completed to date. McDonald's has an ambitious apprenticeship scheme, which has seen over 16,700 employees gain the necessary skills to get on in life and over 4,700 more are currently working towards achieving the qualification.

Training

- 5.4 McDonald's also provides an internal management training programme, which upon successful completion, allows the candidate to progress to Business Manager or Operations Consultant. A majority of restaurant managers were promoted from ‘crew-member’ level to management through the internal management training programme.
- 5.5 Crew members also receive on-going training of which regular assessment forms a part. The ratings from these assessments are then discussed at each employee's Performance Review.
- 5.6 McDonald's invest more than £43 million in training each year and those employed at the proposed restaurant would be given the chance to undertake training and development including the opportunity to gain nationally recognised qualifications in hospitality, literacy and numeracy.
- 5.7 In recognition of the training environment created by McDonald's, the company has gained the following awards:
- Investors in People – re-awarded Gold Status July 2015
 - The Times Top 100 Graduate Employers, for last 15 years

- The Sunday Times '25 Best Big Companies to Work For' listed in top 10
- Great Place to Work 'Best Workplaces UK: Large Category' 2007 – 2015
- Great Place to Work 'Best Multinational Workplaces Europe' 2010 – 2015
- School Leavers 100 – ranked 31st in 2015
- Listed as a Britain's Top Employer 2007 – 2015
- Listed as a Top Employer in Europe
- Listed in the Guardian UK 300
- Listed as a Britain's Most Admired Companies

Supporting the community

5.8 McDonald's is committed to being a valued and responsible member of communities in which it operates. Alongside strong staff training programmes and environmental initiatives McDonald's also supports Ronald McDonald House Charities (RMHC) and encourages young people to lead more active lives.

5.9 McDonald's has a track record of enabling and encouraging young people to participate in sports, including a long tradition of supporting community football and Olympic sponsorship. McDonald's has been the Official Community Partner of the four UK Football Associations since 2002 and aims to create more football opportunities for all. Since the partnership was formed, McDonald's has created over 20,000 qualified football coaches, offering 2 million hours of free, quality football to young players across the UK. The company also runs a 'twinning' scheme which teams up local restaurants with local football teams to provide business advice, new football kit and equipment.

Farm Forward

5.10 As a big customer of British and Irish farming, McDonald's buy quality ingredients from over 17,500 British and Irish farmers. Farm Forward was launched to help create a sustainable future for these farmers and aims to address some of the challenges facing the sector. It is built around five core commitments: championing quality produce; improving animal welfare standards in the supply chain; work and training opportunities for young people in farming; helping make environmentally-friendly improvements to farms; and sharing knowledge within the industry.

Ronald McDonald House Charities

- 5.11 Ronald McDonald House Charities (RMHC) is an independently registered charity which helps support families while their children are in hospital or a hospice. This is a difficult time for children and parents alike. The whole family is anxious, although parents often try and stay strong for the child's sake. What RMHC does is take away the inconvenience and expense of having to find accommodation near where their child is being cared for. It's an invaluable service. Not only does it save parents considerable expense, but it also helps them focus on the care of their child. McDonald's has been supporting RMHC for over thirty years. The first family House was established in 1974 in Philadelphia, USA. The idea spread, and in 1989, RMCC – Ronald McDonald Children's Charities – was founded in the UK. Early in 2006, this became RMHC as it is now called today. It now provides 29 sets of family rooms in 14 houses across the country – all in, or in close proximity to, the grounds of UK hospitals and hospices. Families can stay free of charge and for as long as they need to – whether it's two nights or two years. In 2013 RMHC were able to support 7,000 families across the UK.
- 5.12 The charity's biggest source of income comes from the collection boxes in McDonald's restaurants, through which customers give millions of pounds each year.
- 5.13 Besides giving the Charity access to its customers, McDonald's provides direct support in the following ways:
- Portions of the annual operating costs for Ronald McDonald Houses are funded by McDonald's and owner/operators of McDonald's restaurants.
 - Franchisees partner with local Houses for promotional and fundraising events.
 - McDonald's employees are dedicated fundraisers and volunteers.
 - Owner/operators participate in local management boards.
- 5.14 In 2013, McDonald's franchisees, staff and customers helped raise over £3.1 million to provide free accommodation for families with children in hospitals across the UK. There are ambitious plans to build new Ronald McDonald Houses in Cardiff and Nottingham.

Local Stores

- 5.15 McDonald's restaurants in the local area support various community initiatives, in addition to RMHC. These include local junior football sponsorship and Big Tidy Up events.

6 Relevant Planning Policy

National Policy

National Planning Policy Framework

- 6.1 The National Planning Policy Framework (the Framework) was published on the 27th March 2012 and is a core element of the Government's reforms to the planning system, with the intention of making it less complex and promoting sustainable growth.
- 6.2 Page 2 refers to the definition of sustainable development by Resolution 24/187 of the United Nations General Assembly, i.e. development "*meeting the needs of the present without compromising the ability of future generations to meet their own needs*".
- 6.3 Paragraph 7 provides the three dimensions to sustainable development in the planning system. These dimensions allow the planning system to execute various roles:
- ***an economic role*** – *contributing to building a strong, responsive, and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation; and by identifying and coordinating development requirements, including the provision of infrastructure;*
 - ***a social role*** – *supporting strong, vibrant and healthy communities, by providing the supply of housing required to meet the needs of the present and future generations; and by creating a high quality built environment, with accessible local services that reflect the community's needs and support its health, social and cultural well-being; and*
 - ***an environmental role*** – *contributing to protecting and enhancing our natural, built and historic environment; and, as part of this, helping to improve biodiversity, use natural resources prudently, minimise waste and pollution, and mitigate and adapt to climate change including moving to a low carbon economy.*
- 6.4 Again the document reaffirms the Government's presumption in favour of sustainable development (para 14) and places the presumption at the heart of the planning system describing it as a "golden thread" running through plan making and decision taking (para 14).
- 6.5 Para 14 further advises planning authorities (and thus decision makers) to:
- *Positively seek opportunities to meet the development needs of their area;*

- *Meet objectively assessed needs, with sufficient flexibility to adapt to rapid change, unless;*
- *Any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole; or*
- *Specific policies in this Framework indicate development should be restricted.*

6.6 Para 14 further confirms the Government's advice that decision takers should take account of:

- *Approving development proposals that accord with the development plan without delay; and*
- *Where the development plan is absent, silent or relevant policies are out-of-date, granting planning permission unless:*
- *any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole; or*

specific policies in this Framework indicate development should be restricted

6.7 Paragraphs 18 to 22 consider planning for prosperity, predominantly for business and economic development. Para 71 sets the first objective:

The Government is committed to ensuring that the planning system does everything it can to support sustainable economic growth. Planning should operate to encourage and not act as an impediment to sustainable growth. Therefore significant weight should be placed on the need to support economic growth through the planning system.

6.8 In essence, an overriding presumption in favour of sustainable development is threaded throughout the document and should be considered at the heart of national planning policy.

6.9 Paragraph 186, considering Development Management confirms:

- *Local planning authorities should approach decision-taking in a positive way to foster the delivery of sustainable development.*

6.10 Whilst the whole of the document takes a positive approach to development paragraph 187 adds to this in a way that wasn't achieved under the historic presumption in favour of development. It confirms that Local Authorities should approach development management

decisions positively; looking for solutions rather than problems so that applications can be approved where possible. The encouragement of local authorities to become positively involved is very welcome.

Local Policy

Barnsley Core Strategy (September 2011)

- 6.11 The Core Strategy sets out the key elements of the planning framework for Barnsley, and the approach to its long term physical development to achieve the Council's vision of what sort of place Barnsley wants to become.

Policy CSP 2 Sustainable Construction

- 6.12 According to this policy, development will be expected to demonstrate how it minimises resource and energy consumption. All non-residential development will be expected to achieve at least BREEAM standard of "very good" or equivalent.

Policy CSP 3 Sustainable Drainage Systems (SuDS)

- 6.13 All development will be expected to use Sustainable drainage system. Planning applications must include an assessment to show that SuDS will work and be maintained. Measures should be taken to avoid water contamination and safeguard water supply.

Policy CSP 6 Development that Produces Renewable Energy

- 6.14 Development will be supported which produces renewable energy. Development should have no significant harmful effect on the character or landscape of the area, living conditions, biodiversity, heritage assets or highway safety.

Policy CSP 25 New Development and Sustainable Travel

- 6.15 New development will be expected to be located and designed to reduce the need to travel, be accessible to public transport and meet the needs of pedestrians and cyclists. Development should provide a transport statement or assessment in line with the thresholds and guidance set out in the Department for Transport Guidance on Transport Assessments' as published March 2007.

Policy CSP 29 Design

- 6.16 High quality development will be expected to respect and take advantage of the distinctive features of Barnsley which includes topography, important habitats, heritage and townscape character, particularly in and around Barnsley Town Centre. Development is expected to contribute to place making, transform the character of physical environments, contribute

towards creating an attractive and sustainable neighbourhood and enable all people to gain access safely and conveniently.

Policy CSP 31 Town Centres

- 6.17 Support will be given to maintaining and enhancing the vitality and viability of Barnsley Town Centre. All retail and town centre developments will be expected to be appropriate to the scale, role, function and character of the centres in which they are proposed.

Policy CSP 38 Minerals

- 6.18 All minerals proposals should be of limited duration. Have no unacceptable adverse environmental or amenity impacts; be subject to high quality and appropriate reclamation and after use within a reasonable timescale.

Policy CSP 39 Contaminated and Unstable Land

- 6.19 Where the future users or occupiers of a development would be affected by contamination or stability issues, proposals must be accompanied by a report which shows investigations have been carried out to work out the nature and extent of contamination or stability issues and the possible effect it may have on the development and its future users.

Policy CSP 40 Pollution Control and Protection

- 6.20 Development will be expected to demonstrate that it is not likely to result in an increase in air, surface water and groundwater, noise, smell, dust, vibration, light or other pollution which would unacceptably affect or cause a nuisance to the natural and built environment.

Barnsley Unitary Development Plan (2000)

- 6.21 The Unitary Development Plan Saved Policies is one of the sole development plans for Barnsley.

Policy M9D Plant and Ancillary Buildings

- 6.22 Where the borough council approves a planning application which involves the erection of any plant and buildings within or adjacent to a mineral working conditions will be imposed to control the siting and appearance of the plant and buildings.

Policy BE6D Advertising

- 6.23 Consent to display an advertisement will only be granted where the proposal would not be injurious to amenity, by virtue of size, position, location or proliferation and where appropriate, level of illumination.

Assessment Against Planning Policies

- 7.1 We consider below the key policy requirements arising from the proposed development. We have highlighted relevant policies in the previous section.

The Framework

- 7.2 Considerations for delivering sustainable development are defined in paragraph 7 of the Framework with three principle considerations, each of which are examined below.
- 7.3 **An Economic Role:** This principally relates to sufficient supply of land. It encourages growth and innovation through land allocation. We understand that no other drive thru restaurants are allocated in any existing or emerging planning policy document, and that no others exist within a reasonable distance of the subject site. In addition, the proposal will create at least 65 full and part time jobs. The proposal represents a significant investment into the centre of Barnsley.
- 7.4 **A Social Role:** The initial part of the definition relates to housing provision. It further aims to create a good quality built environment with accessible local services that reflect the community's needs and supports health and well-being. The proposal is for a McDonald's restaurant which will form part of the local community and provide a local service.
- 7.5 **An Environmental Role:** This is achieved through Green Build construction methods and a sustainable operation. Access to a range of modes of transport is covered by the attached Transport Assessment. Environmental commitments and policy are set out throughout the application.
- 7.6 In the light of the above, the proposal accords with the planning systems aim of delivering sustainable development referenced throughout the Framework, thus the presumption is favour

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- 7.7 McDonald's is a keen supporter of utilising sustainable development methods in its construction. To accord with Policy CSP 2 Sustainable Construction, a BREEAM standard of "very good" is to be achieved. To achieve this, elements (although limited here) such as sustainable procurement, water quality and consumption and managing ecological impact will all be considered before, during and after the construction stage.
- 7.8 To comply with Policy CSP 3 Sustainable Drainage Systems the system installed on site must contribute to sustainable development. SuDS information will be submitted during the process of this application to comply with this policy.

- 7.9 A landscaping scheme has been submitted alongside this application. This will contribute to the overall amenity character of the area. Furthermore, please see section 4 of this statement with regard to McDonald's approach to sustainability and renewable energy, the proposal is compliant of Policy CSP 6.
- 7.10 The travel plan submitted alongside this application details the McDonald's approach to sustainable travel solutions. It is expected that 65 staff would be employed at the Barnsley Restaurant, in a mix of full and part time roles. There would be up to 20 staff on site depending upon the time of day. The restaurant will have a Travel Plan Co-ordinator who will implement the details of the plan. The restaurant promotes sustainable forms of transport such as walking and cycling and offers a discount from Universal Cycles, enabling staff to obtain 60% off the recommended retail price for 55 models of bicycles. For further information on how the proposal is compliant of Policy CSP 25 please see the Travel Plan submitted alongside this application.
- 7.11 Materials chosen for the restaurant are durable, robust and sustainable. The colour palette comprises of subtle neutral and natural colours such as khaki green and anthracite grey. The use of durable and neutral materials helps camouflage the building into its surroundings. Furthermore, the buildings scale, function and its orientation has been designed to sit comfortably within the sites parameters, contributing to place making and maintaining the character of the surrounding environment. In light of this, the proposal is compliant of Policy CSP 29 Design and Policy CSP 31 Town Centres.
- 7.12 The site is located within a Coal Authority Mining Referral Area. An appropriate assessment has taken place and can be found within the associated report submitted alongside this application. The proposal is compliant of Policies CSP 38 and CSP 39.
- 7.13 McDonald's take pollution and pollution control seriously. For example, litter picks are carried out daily and litter bins are provided outside all restaurants, and packaging carries anti-littering symbols to encourage customers to dispose of litter responsibly. Anti-littering signage is displayed within restaurants and car parks, and support is given to Keep Britain Tidy, Keep Wales Tidy, Keep Scotland Beautiful, Keep Northern Ireland Beautiful and Capital Clean –up. For further information on control of odours, please see section 4 of this statement and associated odour control information submitted alongside this application.

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- 7.14 For further information on the plant to be installed to the roof of the building and its compliance with policy M9D Plant and Ancillary Buildings, please see associated specs and information submitted alongside this application.

7.15 Advertisement applications have been submitted alongside this application and are subject to separate legislation. The use of the “golden arch” and “McDonalds” text give representation to the brand and building. Luminance of the lettering will be low at 600 cd/m and the lettering is proportionate to the scale of the building. It is considered the proposal is compliant of Policy BE6D Advertising.

7. Conclusion

- 7.1 It is considered that planning policy at national and local level is supportive of proposals to develop a freestanding single storey McDonald's restaurant at land at the junction of Thomas Street and Upper New Street, Barnsley.
- 7.2 The proposed development will provide over 65 jobs for the community. Details have been provided on McDonald's efforts to provide opportunities for skills and training through their internal management training programme. Staff are given the opportunity to gain naturally recognised qualifications in hospitality, literacy and numeracy.
- 7.3 Sufficient parking has been provided at the restaurant with accessible parking located as close to the restaurant entrance as possible. McDonald's actively encourage more sustainable methods of transport which have been detailed in the accompanying Transport Statement.
- 7.4 The design and layout of the proposal is appropriate in the area. Natural and neutral colours and materials will be used on the building and throughout the scheme to ensure the site integrates easily with the surroundings.
- 7.5 The site represents an appropriate location for a drive thru restaurant, which will be well placed to offer refreshments to passing customers and those in the surrounding area.
- 7.6 In light of the above, we trust officers are able to support the application.