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**2021/0858**

(linked works applications 2021/0856 and Discharge of conditions 2021/0869)

Display of various advertisements including illuminated fascia sign, drive thru signs and totem sign

Starbucks, Doncaster Road, Stairfoot, Barnsley, S70 3PE

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**Site Location and Description**

The site is located within the Stairfoot Local Centre in a predominantly commercial area, but with a care home on the opposite side of the Doncaster Road (A635) and houses beyond the immediate area. The site itself is on an 'island' bound by the Old Doncaster Road, the new Doncaster Road (A635), Stairfoot roundabout and Grange Lane (A633). The remaining land within this island previously held the Black Bull Hotel which has been demolished and is the subject of a separate application for a restaurant with drive thru.

The site currently accommodates the former (now permanently closed) Frankie and Benny's restaurant and car park which is being converted to a drive thru Starbucks. The originally buff building is buff brick will be painted black. There is well established planting around the site which goes some way to screen it.

Street view snips of the site and the immediate area:





## Site History

2020/1249 – Conversion of former restaurant into drive thru coffee shop, changes to the external facing materials and site layout including the reinstatement of drive through lane and the erection of a separate detached building to be used as a hot food takeaway delivery hub.

## Proposed Development

Permission is sought to display signs on the building, in the grounds and to display a new illuminated totem sign. The proposed signage is in the corporate style for Starbucks which is white and green and is largely internally illuminated, static, 300cd/m<sup>2</sup>.

### Signs on north and south elevations

A – Directional Sign measuring 1m x 0.48m, posts such that total height above ground is 1.5m

B – Directional Sign measuring 0.832m x 0.48m, on posts such that total height above ground is 1.5m  
C – 1.286m x 0.962m sign on a steel post such that total height above ground is 1.75m  
D – Individual Starbucks letters (approx. 1.2m x 0.127m on order point canopy (linked PA 2021/0856)  
E- menu boards measuring 2.745m x 1.228m on steel supports such that total height above ground is 1.626m  
F – Totem pole measuring 9m in height.  
G – Clearance Sign measuring 1.7m x 0.13m to be hung off the clearance bar (linked PA 2021/0856)  
I – Individual Starbucks letters (2.95m x 0.305m) on north and south elevations  
J – Starbucks ‘roundel’ (0.75m in diameter) on north and south elevations  
N – Hanging Roundel diameter 0.61m displayed over the window on west elevation  
V2 – Existing Travelodge Totem poles measuring 7m in height (to be supplemented with Starbucks Signs on existing fascia.

## **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 Urban Fabric within the Local Plan Proposals Maps where the following policies are relevant:

**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 – No response  
Ward Councillors – No response

## **Representations**

The application has been advertised via letters direct to neighbours, and a site notice displayed from 29 June to 19 July; 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

Highways officers have not commented on the proposal. It is not considered that the proposed signs, which are proposed to have static internal illumination, would be prejudicial to public highway safety.

### Visual Amenity

The signs are considered appropriate in design and scale to the building and to their setting. The proposed totem sign at 9m is taller than the existing totem sign at the western end of the site. However, because levels fall from west to east (towards Stairfoot roundabout), and the new totem sign is sited at a lower level than the existing totem sign, is a visually lighter weight structure and is viewed against mature trees, and noting that the nearby McDonalds sign is displayed in a very elevated position and is 12 metres high, it is concluded that the proposed totem sign is not overly prominent and would not result in over proliferation of signage on the site.

It is therefore considered that the proposal is acceptable in terms of its impact on residential and visual amenity and is in compliance with Local Plan Policy GD1 and the Advertisements SPD

## **Recommendation**

**Grant** subject to conditions

1. approved plans
  - a. Front and Rear Elevations 39.97/02.2
  - b. Location and Block Plans 39.97/01.1
  - c. Clearance Bar sign ##SBS.G
  - d. Directional Sign A ##SBS.A
  - e. Directional Sign B ##SBS.B

- f. Evo 1 Wordmark ##SBS.J1
- g. Existing Travelodge Totem Poles ##SBS.V2
- h. Five Panel Menu Board ##SBS.E
- i. Hanging Roundel ##SBS.N
- j. Order Point Canopy ##SBS.D
- k. Preview Menu Board ##SBS.C
- l. Side elevations 39.97/02.3
- m. Single Sided Roundel ##SBS.I1
- n. Site Plan 39.97/02.1
- o. Totem Pole ##SGS.F5