
2023/0486

McDonald's Restaurants Limited

Minor relocation of 1 no. freestanding digital sign and the installation of 1no. new golden arch sign to the roof

McDonald's Restaurant, Old Mill Lane, Barnsley, S71 1LN

Site Location and Description

The site is located within an established commercial and leisure area at the junction of Old Mill Lane and Canal Way, within a wider site occupied by a supermarket and associated car parking and petrol station. The site is occupied by a single storey building with an established use as a fast-food restaurant with drive-thru facility. Access to the site is at the north-western corner with the drive thru lane running in a clockwise manner to the collection windows along the south-western elevation.

The site is set lower than Canal Street and Old Mill Lane with well-established trees located along the south-eastern and south-western boundaries, which screens the building from the wider area.

Planning History

2007/1734 – Alterations to existing restaurant frontage – approved November 2007

2007/1737 – Display of illuminated signage to restaurant – approved November 2007

2012/0845 – Erection of extensions, refurbishment, and external works to restaurant – approved August 2012

2012/0848 – Display of various illuminated signage to restaurant – approved August 2012

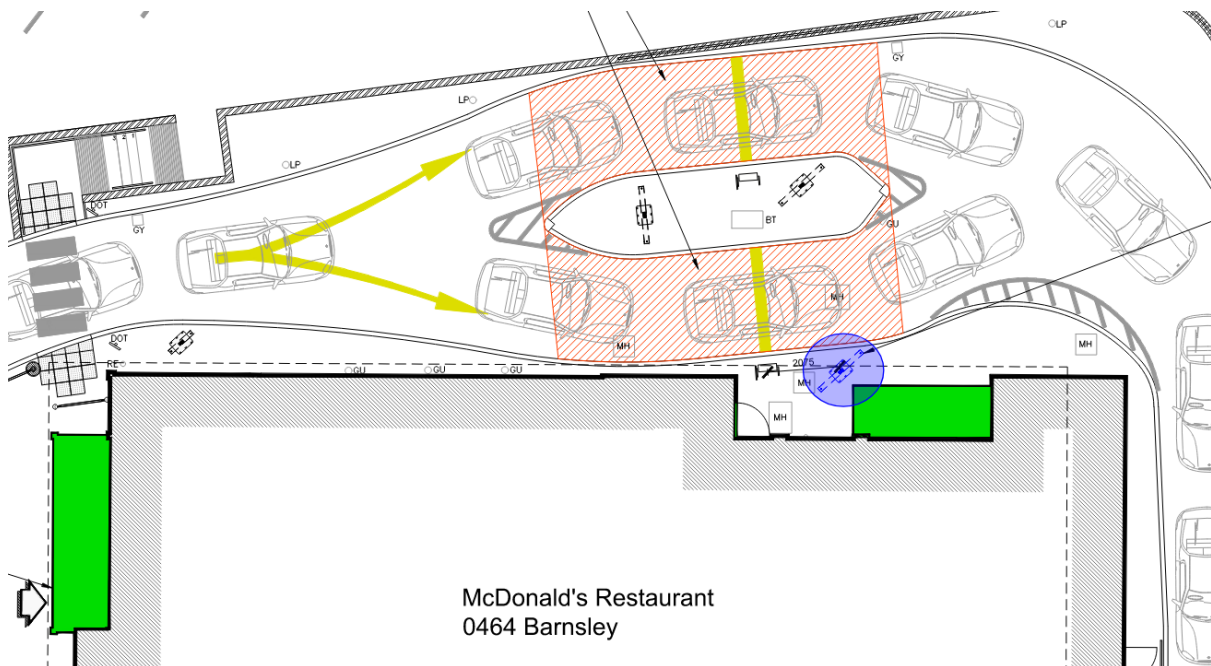
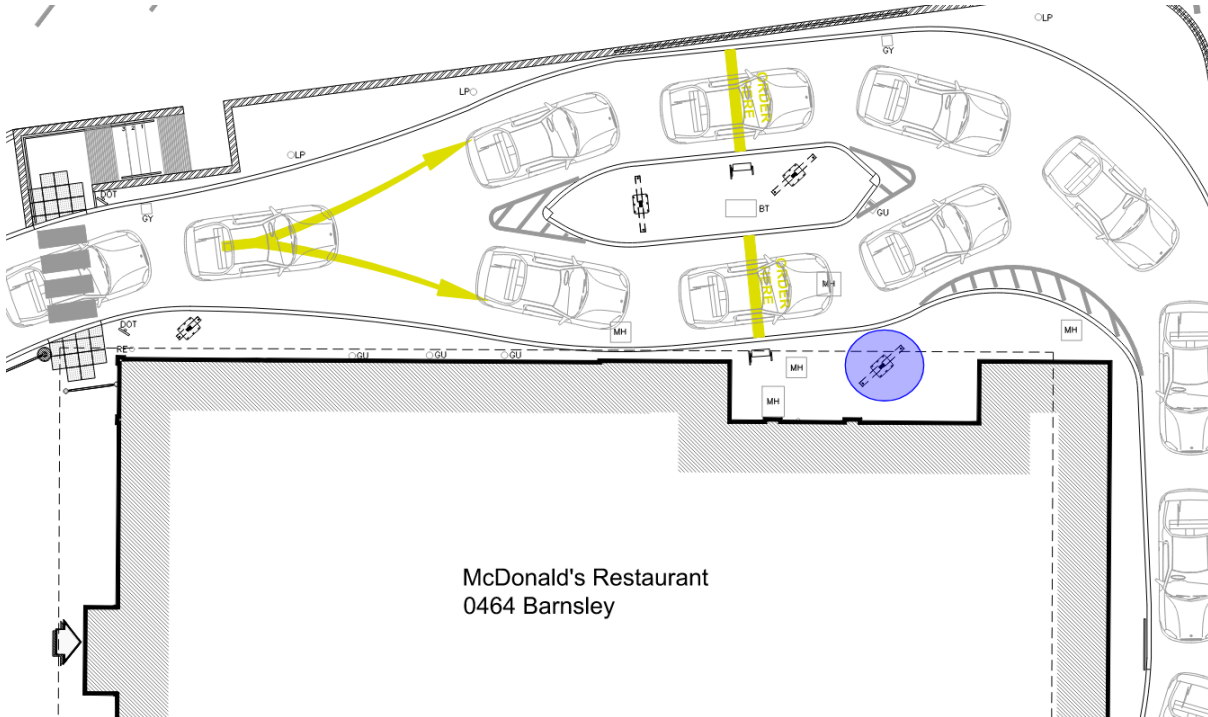
2012/0890 – Siting of 2 No. Customer Order Displays and various illuminated fascia signs to restaurant – approved August 2012

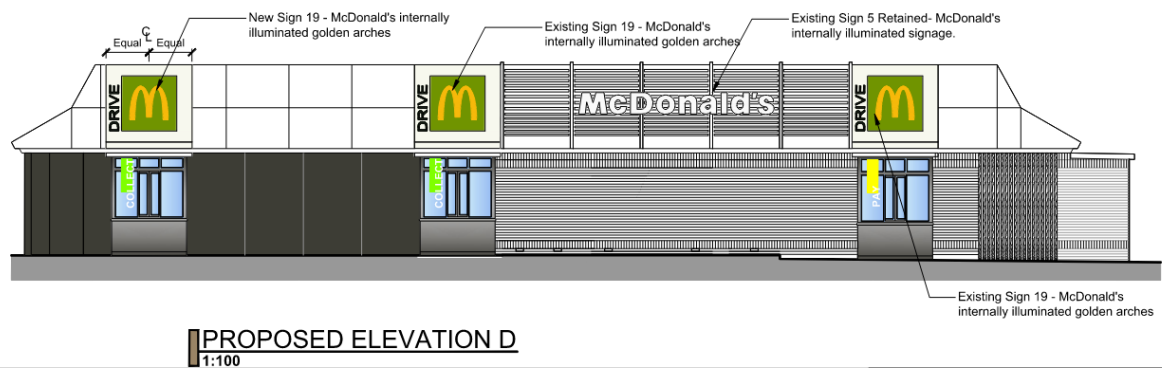
2012/1230 – New entrance lobby and alterations to kerb line and 6 bollard positions. (2012/0845 Minor Material Amendment) – approved December 2012

2019/1323 – Display of 4 no. new digital freestanding signs and 1 no. 15" digital booth screen – approved December 2019

Proposed Development

The applicant seeks permission for the erection of 1no free standing digital sign and the installation of 1no 'golden arch' sign to the roof of the south-western elevation. It is acknowledged that there are other works outlined within the submitted plans and application form, however these are subject to a separate application.





Policy Context

Planning decisions should be made in accordance with the development plan unless material considerations indicate otherwise and the NPPF (National Planning Policy Framework) does not change the statutory status of the development plan as the starting point for decision making. The Local Plan was adopted in January 2019 and is also now accompanied by seven masterplan frameworks which apply to the largest site allocations (housing, employment, and mixed-use sites). In addition, the Council has adopted a series of Supplementary Planning Documents and Neighbourhood Plans which provide supporting guidance and specific local policies and are a material consideration in the decision-making process.

The Local Plan review was approved at the full Council meeting held 24th November 2022. The review determined that the Local Plan remains fit for purpose and is adequately delivering its objectives. This means no updates to the Local Plan, in whole or in part, are to be carried out ahead of a further review. The next review is due to take place in 2027 or earlier if circumstances, require it.

Local Plan

The site is allocated as Urban Fabric within the Adopted Local Plan, which has no specific land allocation and therefore the following policies are relevant:

Policy GD1 General Development

Policy D1 High Quality Design and Place Making

Policy SD1 Presumption in favour of Sustainable Development

National Planning Policy Framework (NPPF)

The National Planning Policy Framework sets out the Governments planning policies for England and how these are expected to be applied. At the heart is a presumption in favour of sustainable development. Development proposals that accord with the development plan should be approved unless material considerations indicate otherwise.

Where the development plan is absent, silent, or relevant policies are out-of-date, permission should be granted unless any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in the Framework as a whole; or where specific policies in the Framework indicate development should be restricted or unless material considerations indicate otherwise.

Consultations

Highways DC – No objections

Ward Councillors – No comments received

Representations

Neighbour notification letters have been sent to surrounding properties and the application has been advertised by the way of a site notice; no representations have been received.

Assessment

Principle of development

Advertisements are acceptable where they would not be injurious to amenity, by virtue of size, position, location, or proliferation and, where appropriate, level of illumination; and where the proposal would not be prejudicial to public safety.

Visual Amenity

The applicant seeks permission to relocate 1no free standing sign which was approved under application 2019/1323, this sign is to be relocated, approximately 1m to the north-west, within the site and within the drive-thru lane. The second sign is to be located on the south-western elevation of the building and measure 0.9m by 1m and be mounted on the roof.

The signage is relatively modest and set within the site boundaries and as such, they would not be highly prominent from the street scene. The signage is not to gain the attention of

people from outside of the site but to provide information to customers while within the site. The signs/displays are commonplace around similar drive thru restaurants throughout the borough. Furthermore, there are existing illuminated signs on the restaurant building and around the site which are far bigger and more prominent.

As such, the modest scheme proposed would not give rise to a cluttered and aggressively commercial appearance or have a damaging impact upon the visual character of an area, in accordance with Local Plan Policy D1 and SPD 'Advertisements'.

Residential Amenity

The site is located within an established commercial and leisure area, with limited residential properties in close proximity to the site, the nearest properties being approximately 60m from the application site. Whilst the signage is illuminated it is situated a sufficient distance from the properties and is screened by trees located within the McDonalds site and those located on Canal Way and as such, there will be no detrimental effect from the proposal and therefore the proposal complies with Local Plan Policies GD1 – General Development and Poll1 – Pollution Control and Protection.

Highways safety

The proposed signage is set within the site, away from the site entrance/exit and some distance from the neighbouring road network and as such, they would not impact on visibility or reduce highway safety, in accordance with Local Plan Policy T4.

Conclusion

The proposed signage scheme has regard for the design, scale and proportions of the building and site on which it would be displayed. Furthermore, the scheme would not result in the over provision of signs or give rise to a cluttered and aggressively commercial appearance, as such, the scheme would comply with policies GD1, D1 and T4 and Supplementary Planning Document 'Advertisements'.