
2024/0494

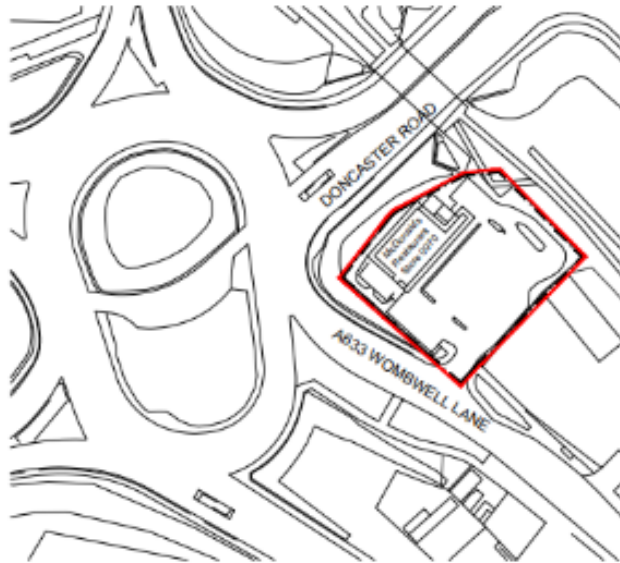
Mcdonalds Restaurants Ltd.

Mcdonalds Restaurants Ltd, Wombwell Lane, Stairfoot, Barnsley, S70 3NT

Reinstatement of 8-metre-high totem sign which was taken down to carry out works on site.

Site Description

The application relates to a longstanding McDonald's Restaurant located at the Stairfoot roundabout with access taken off Wombwell Lane. The Trans Pennine Trail runs immediately adjacent to the north and east of the application site and the immediate surrounding area comprises commercial uses with a residential development approved to the east of the application site off Sandy Gate Lane. The application building sits on ground, which is significantly elevated above the roundabout, but highway planting reduces the impact on this part of the street scene. The building is more readily visible from Wombwell Lane as the levels difference reduces and access is secured.



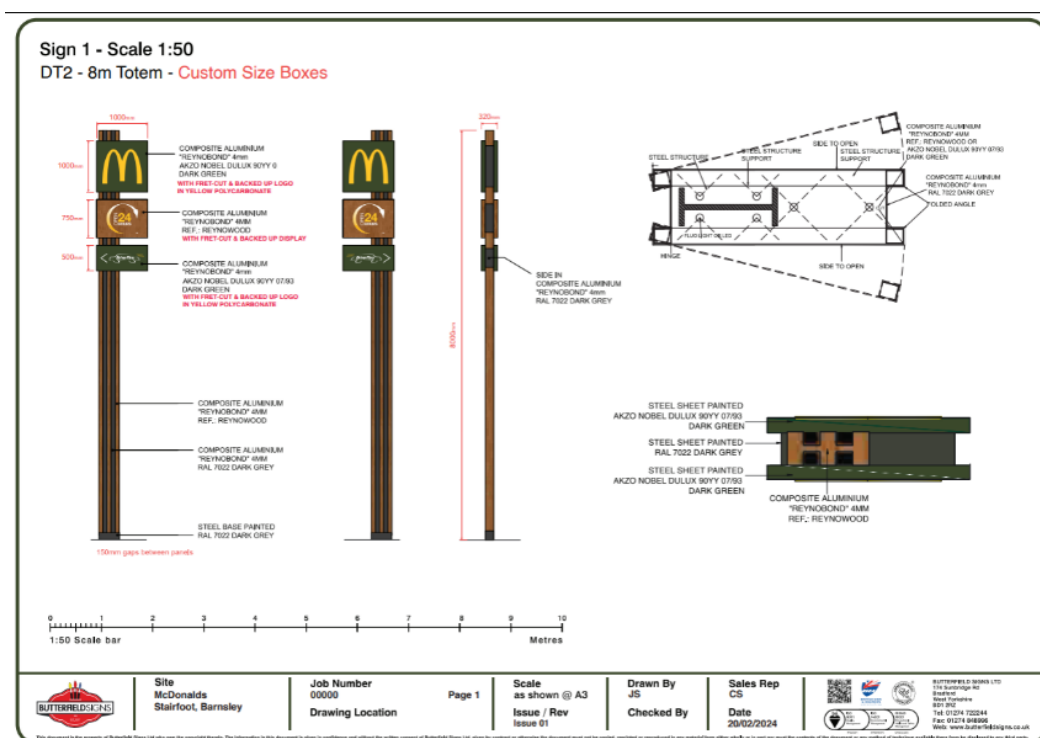
Planning History

There is an extensive planning history associated with the application site with planning applications dating from 1980 and the use of the site as a restaurant dating from 1999. However, the most recent and relevant applications are as follows:

1. 2023/0575 – Alterations to elevations to include single storey extensions totalling 66.5sqm, incorporating sections of new shopfront, extended roof line, new entrance lobby and replacement drive thru booths. Installation of a new access door, high level window and aluminium cladding. Reconfiguration of the back of house areas with an extended corral, finished with timber effect trespas cladding and the relocation of existing patio furniture with associated works to the site. – Approved.
2. 2023/0576 – Repositioning of 2no. existing fascia signs following roof alteration works. – Approved.
3. 2024/0032 – Alterations to elevations to include extensions totalling 66.5 sqm, with a new shopfront, extended roof line, new entrance lobby and replacement drive thru booths. Reconfiguration of the booth areas with an extended corral. Replacement retaining wall, relocated electricity kiosk, additional parking bay and newly laid patio area with 3 no. cycle racks and associated works to the site. – Approved.
4. 2024/0157 – Additional hot water plant on the roof of the drive thru restaurant. – Approved.

Proposed Development

The applicant is seeking permission for the reinstatement of an eight-metre-high totem sign that was temporarily removed to allow previously approved development works to be carried out. The proposed totem sign would feature corporate branding and would be made of composite aluminium in a dark grey, dark green, yellow, white and wood effect colour scheme, and would be internally illuminated with a maximum illuminance level of 600cd/ m².



Policy Context

Planning decisions should be made in accordance with the current development plan policies unless material considerations indicate otherwise; the National Planning Policy Framework (NPPF) 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 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 which 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 Allocation – Urban Fabric

The site is allocated as urban fabric in the adopted Local Plan which has no specific land allocation. Therefore, the following policies are relevant:

- ***Policy SD1: Presumption in favour of Sustainable Development.***
- ***Policy D1: High quality design and place making.***
- ***Policy T4: New Development and Transport Safety.***
- ***Policy GD1: General Development.***
- ***Policy POLL1: Pollution Control and Protection.***

Supplementary Planning Document(s)

- ***Advertisements.***

National Planning Policy Framework

The NPPF sets out the Government's planning policies and how these are expected to be applied. The core of this is a presumption in favour of sustainable development. Proposals that align with the Local Plan should be approved unless material considerations indicate otherwise. In respect of this application, relevant policies include:

- ***Section 12: Achieving well-designed and beautiful places.***

Consultations

Highways DC – No objections.

Local Ward Councillors – No response.

Representations

The application was advertised by a site notice, expiring 5th July 2024. No representations were received.

Assessment

Principle of Development

Erection of signage is considered acceptable in principle if it would be appropriate in scale and respectful of local character and would be expected to demonstrate that it would not be likely to result, directly or indirectly, in an increase in light or other pollution which would unacceptably affect or cause nuisance to the natural and built environment or to people.

Visual Amenity

An existing totem sign was removed temporarily to carry out development works approved under planning application 2024/0032. The proposal would see the reinstatement of an eight-metre-high totem sign that would be similar in scale and appearance and would be similarly located within the site as the previous sign. The proposed totem sign would be set in the context of commercial uses with an acceptable illuminance level for its setting and would not contribute to an overly commercial appearance that could otherwise detract from the local character.

The proposal is therefore considered to comply with *Local Plan Policy D1: High Quality Design and Placemaking* and would be acceptable regarding visual amenity.

Highway Safety

An existing totem sign was removed temporarily to carry out development works approved under planning application 2024/0032. The proposal would see the reinstatement of an eight-metre-high totem sign that would be similar in scale and appearance and would be similarly located within the site as the previous sign. The proposed totem sign would be significantly elevated above the level of Stairfoot roundabout and would not adversely affect any vehicular or pedestrian sight lines or visibility and would not constitute an undue distraction to road users. The proposed totem sign would be internally illuminated with a maximum illuminance level of 600cd/m² which would be within the recommended levels. Highways DC were consulted on the proposal and no objections were raised.

The proposal is therefore considered to comply with *Local Plan Policy T4: New Development and Transport Safety* and would be acceptable regarding highway safety.

Residential Amenity

Erection of signage is considered acceptable in principle if it would not be likely to result, directly or indirectly, in an increase in light or other pollution which would unacceptably affect or cause nuisance to the natural and built environment or to people.

An existing totem sign was removed temporarily to carry out development works approved under planning application 2024/0032. The proposal would see the reinstatement of an eight-metre-high totem sign that would be similar in scale and appearance and would be similarly located within the site as the previous sign. The proposed totem sign would be internally illuminated and would not be erected in proximity of any surrounding buildings, would be significantly elevated above the level of Stairfoot roundabout and would be set in the context of other commercial uses, existing street lighting and passing traffic.

The proposal is therefore considered to comply with *Local Plan Policy GD1: General Development* and *Local Plan Policy POLL1: Pollution Control and Protection* and would be acceptable regarding residential amenity.

Recommendation - Approve with Conditions