
2023/0576

McDonald's Restaurants Ltd.

Repositioning of 2no. existing fascia signs following roof alteration works

McDonald's Restaurants Ltd, Wombwell Lane, Stairfoot, Barnsley, S70 3NT

Site Location and Description

The application site is a longstanding McDonald's Restaurant located at the Stairfoot roundabout with access taken off Wombwell Lane. The 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 Road as the levels difference reduces and access is secured.

Site History

Variety of planning applications relating to the restaurant/takeaway which has been on the site since around 2000, including:

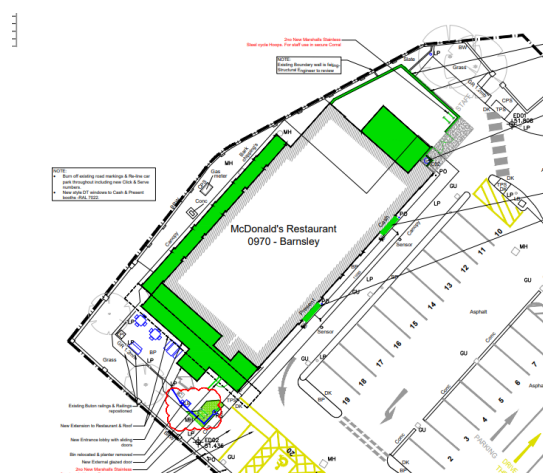
B/99/0161 – Demolition of existing public house and erection of restaurant with car park spaces

2016/0766 – display of 8 no internally illuminated fascia signs to existing restaurant.

Proposal

The applicant seeks advertisement consent to relocate two existing fascia signs (on the south west facing elevation) comprising internally illuminated individual 'McDonalds' letters and the 'M' arch, following alternations to the roof proposed under the associated planning application 2023 0575

Proposed layout plan



Existing aerial view



Proposed elevations – signs to be relocated on elevation A after associated extension completed.



Submitted photographs of the form of the signs to be re-sited.



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 Local Plan was adopted by the Council in January 2019. Council has also adopted a series of Supplementary Planning Documents which are other material considerations.

The Local Plan review was approved at the full Council meeting held on 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.

The site is in an area designated as Urban Fabric on the Local Plan Proposals Maps reflecting the existing built-up character. The following policies are relevant:

Policy GD1 General Development – sets a range of criteria to be applied to all proposals for development.

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 D1 High Quality Design and Place Making – indicates that development is expected to be of high quality design and to reflect the distinctive, local character and features of Barnsley.

NPPF

The National Planning Policy Framework sets out the Government's planning policies for England and how these are expected to be applied. At the heart is a presumption in favour of sustainable development.

In respect of this application, the policies above are considered to reflect the NPPF, which relates to high quality design and good standard of amenity for all existing and future occupants of land and buildings. They also reflect the advice in paragraph 136 which states that the quality and character of places can suffer when advertisements are poorly sited and designed. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Supplementary Planning Documents (SPD):

SPD Advertisements offers guidance to anyone seeking to display an outdoor advertisement and in particular cautions against cluttered advertising and excessive illumination.

Consultations

Highways DC – The scheme is acceptable, and no highway conditions are deemed necessary.

Ward Councillors – No response

Representations

The application has been advertised by means of letters to nearby properties and a site notice (22 June to 13 July); no representations have been received.

Assessment

Principle of advertisement consent

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. The advertisements relate to an authorised use and the principle of consent is acceptable subject to matters of detail.

Visual Amenity/Design

The proposal is to re-install signs previously granted consent and currently displayed, following the grant of planning permission of the associated planning application scheme. The signs are considered to be appropriate in size and design to the extended building and with appropriate illumination for their setting. The signs are considered to be acceptable in terms of their impact on visual amenity and in compliance with the SPD Advertisements and Local Plan Policies GD1 and D1. Conditions are recommended to ensure that the advertisements are displayed in accordance with the plans submitted and that illumination is limited as proposed.

Highways safety

Noting the advice of the highways officer it is considered that the proposed signs will be acceptable in highway safety terms and the proposals are therefore considered acceptable from a highways safety perspective and in compliance with Local Plan Policy T4. It is concluded that the proposed signs would not be prejudicial to public highway safety subject to a condition restricting the level of illumination.

Conclusion

The proposal is considered acceptable in visual amenity and highways safety terms. The proposal seeks to re-install previously permitted and currently displayed signs which are considered to be appropriate and proportionate to the extended building and would not have negative impacts on visual amenity or public highway safety.

Recommendation

Grant subject to conditions