

2021/0970

QFM Group

Display of various illuminated and non-illuminated advertisements

Kentucky Fried Chicken, Wakefield Road, Smithies, Barnsley, S71 1NG

Site Description

The application site consists of a single storey drive through restaurant with associated parking. It is accessed from Wakefield Road which runs along the Western boundary. The site is relatively flat to the West and South but has a large, banked area of grass, up to 6m above the car park level, leading to a retaining wall along the Northern and Eastern boundaries of the site. The site area is approximately 3000m² with the building, measuring approximately 300m², located centrally but at an angle to Wakefield Road.

Car parking, consisting of 28 spaces, is predominantly located to the West and South of the building with landscaping to the North and East. The surrounding area is a mixture of uses with car garages/lots to the North and West and trade/commercial units to the South. Beyond the Eastern boundary is Burton Bank, a grassed and wooded area with public footpaths running through.

Planning History

2021/0355 – External alterations to existing KFC Drive-Thru comprising new/replacement windows and doors, railings, cladding and relocation of roof plant

2021/0369 – Erection and display of various illuminated and non-illuminated signs and adverts

Proposed Development

The applicant is seeking permission for alterations to the existing drive-thru, relocation of roof plant and the erection of new advertisements around the site. This report covers both applications.

The advertisement consent is for various internally illuminated and non-illuminated signage that will be installed within the altered drive-thru and on the front and side elevations of the building. An 8m non-illuminated totem sign is also proposed



1. **KFC**

ES06 - Red KFC letters a 1100

Not for construction and graphics

2. **KFC**

ES06 - Red KFC letters a 1100

Not for construction and graphics

3. **KFC**

ES06 - Red KFC letters a 1100

Not for construction and graphics

4. **KFC**

ES07 - White KFC letters a 1100

Not for construction and graphics

5. **KFC**

ES07 - White KFC letters a 1100

Not for construction and graphics

6. **KFC**

ES07 - White KFC letters a 1100

Not for construction and graphics

7. **KFC**

ES08 - Colonel's Bucket Sign

Not for construction and graphics

8. **KFC**

ES07 - White KFC letters a 1100

Not for construction and graphics

9. **KFC**

ES07 - White KFC letters a 1100

Not for construction and graphics

10. **KFC**

ES07 - White KFC letters a 1100

Not for construction and graphics

13. **KFC**

ES07 - White KFC letters a 1100

Not for construction and graphics

14. **KFC**

ES07 - White KFC letters a 1100

Not for construction and graphics

15. **KFC**

ES07 - White KFC letters a 1100

Not for construction and graphics

A61 WAKEFIELD ROAD

KEY PLAN

PROPOSED SIGNAGE DETAILS
Scale - 1:50 @ A1 / 1:100 @ A3



Policy Context

Local Plan Allocation – Urban Fabric

Planning decisions should be made in accordance with the current development plan policies unless material considerations indicate otherwise and the recently revised NPPF does not change the statutory status of the development plan as the starting point for decision making.

The new Local Plan was adopted at the full Council meeting held 3rd January 2019 after it was found to be sound by the appointed Planning Inspector following the examination process. This means that it now takes on full weight for decision making process in planning law terms as the development plan for the Borough, superseding the remaining saved policies from the Unitary Development Plan (adopted 2000) and the Core Strategy (adopted 2011).

Local Plan Policy D1 – High Quality Design and Place Making supersedes Core Strategy Policy CSP 29 and sets out the overarching design principles for the borough. Policy D1 States that development is expected to be of high-quality design and will be expected to respect, take advantage of and reinforce the distinctive, local character and features of Barnsley

Supplementary Planning Document (SPD) – Advertisements states that the council is unlikely to grant consent for: Advertising Hoardings, including poster panels, signs on shops

above fascia level, signs on business premises above fascia level, signs which appear out of scale or character with the building or locality.

The SPD also states that excessive illumination causes light pollution and is therefore a waste of energy [...] the light source should be designed so that it is not directly visible to drivers on adjacent roads or likely to cause nuisance to nearby residential properties.

NPPF Paragraph 132 states that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

These policies are considered to reflect policies set out in the revised NPPF, which requires development to be of high quality design and provide a good standard of amenity for all existing and future occupants of land and buildings.

Consultations

Highways DC – No comments received

Ward Councillors – No comments received

Representations

Neighbour notification letters were sent to surrounding properties and a site notice was posted at Wakefield Road on 27/07/21. No comments or representations were received.

Assessment

Principle of development

The site has been established as a commercial use for a number of years and is located within an established commercial and employment area. As such, the extension and alteration of an existing restaurant is acceptable in principle where satisfactory standards of design are achieved, the amenity of neighbouring residents/uses is maintained, and where adequate car parking and manoeuvring facilities are provided.

Residential Amenity

The site is located within an established commercial and leisure area, with no residential properties in close proximity to the site. As such, there will be no detrimental effect from the proposed signage and so the proposal is acceptable in this context.

Visual Amenity

The scale and design of the signage put forward is in character with the building and the wider commercial area and as such is considered in line with the SPD – Advertisements and Local Plan Policy D1.

The internal lighting within the signage serves the purpose of illuminating the branding and services available in store on the signage and is not considered to be excessive or intrusive and so is considered acceptable.

Recommendation

Approve – subject to the following conditions:

1. The development hereby approved shall be carried out strictly in accordance with the approved plans (Drawing No's. 065/04/2021/A104 Rev. N, 065/04/2021/A106 Rev. N and 065/04/2021/A114 Rev. A) and specifications as approved unless required by any other conditions in this permission.

Reason: In the interests of the visual amenities of the locality and in accordance with Local Plan Policy D1 High Quality Design and Place Making.