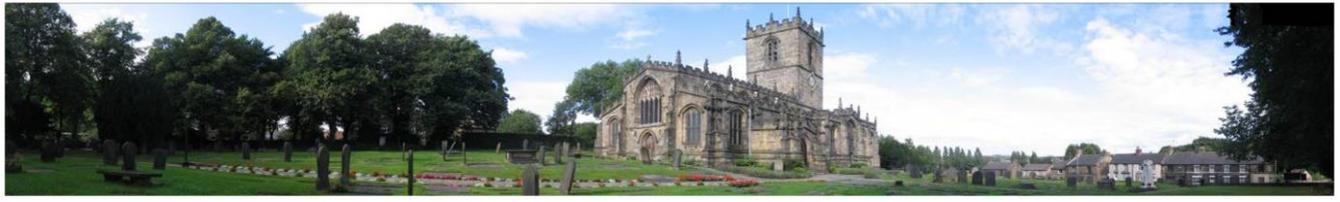


Ecclesfield Conservation and Local History Group



To: Planning Team - West and North, Sheffield City Council.

Dear Sir.

The “Ecclesfield Conservation and Local History Group” object to the plans for a “*drive-through restaurant*”, together with associated signage on “*Land Adjacent South Yorkshire Police Divisional Headquarters, The Common, Sheffield, S35 9WL*”. We have examined the plans, know the site well, and object to each of applications 16/01777/ADV, 16/01778/ADV, 16/01780/ADV, and 16/01781/FUL because ...

ACCIDENT RISK

By its very nature, a drive-through generates local traffic, and this is likely to conflict with through traffic on the main North/South route (*Barnsley Road/M1*) in and out of Sheffield¹. One problem is that carriageway immediately outside the site access is split into two parallel lanes², each of which leads to a traffic-light controlled fork which creates queues in both lanes. This means that vehicles leaving the lights and trying to turn right, into the proposed drive-through, are likely to have to stop while they work out a way of crossing these two lanes of traffic. Since this carriageway is single lane, this will prevent following vehicles clearing the traffic lights.

Such hold-ups are also likely to delay emergency vehicles from the adjacent Police Station.

We are also concerned about the lack of explicit lorry parking, which we understand is normally required for large retail developments³. Without it, lorries will presumably have to block parking spaces, leading to cars backing up on to “The Common” and causing further risk.

The proposed extremely tall, illuminated totem pole, and numerous other signs would seem to compound these risks by distracting drivers as they approach the junction from Cross Hill – a road on which there has already been one fatal accident⁴.

Vehicles entering and leaving the site could be a danger to pedestrians walking along the footpath. Any pedestrian customers from the village, could also be in danger when crossing “The Common”.

¹ The entrance is 200 metres South of the traffic lights outside Morrisons Supermarket, and 40 metres North of the traffic light controlled junction with Green Lane. Problems along this stretch of road can be seen from the concentration of accidents in <http://everyaccident.co.uk/postcode-s35-9wp> .

² One lane forks right to Barnsley Road/Sheffield, the other forks left to Green Lane/Meadowhall.

³ I.e. the requirements of <http://www.planningni.gov.uk/downloads/parking-standards.pdf> .

⁴ I.e. the fatality detailed at <http://everyaccident.co.uk/accident-198714F200864>



HEALTH & WELLBEING

Sheffield City Council's Food Strategy⁵ says that around 25% of people aged 15+ are obese, and a further 35% are overweight, producing increased risk of diabetes, high blood pressure. The Strategy mentions the "proliferation of hot food takeaway outlets, and suggest using planning measures to control these. We are worried that the proposed drive-through fast-food⁶ restaurant, will make large portions of high-calorie, high-fat, high-sugar, high-glycaemic-index foods, easily obtainable without exercise – thus aggravating all the main suspected causes of obesity, thus almost guaranteeing to make the problem worse.

ENVIRONMENTAL CONCERNS

We worry that while petrol-fuelled cars remain predominant, drive-through restaurants are incompatible with the statutory obligations of the Climate Change Act (2008) – e.g. to reduce greenhouse emissions by 80 per cent of 1990 levels by 2050. It may also be that the emphasis on eating meat, and the separate packaging of each portion of each individual meal is also incompatible with this obligation. Unless the applicant can mitigate these effects, we suggest the application should be refused.

⁵ <https://www.sheffield.gov.uk/dms/scc/management/corporate-communications/documents/social-care-health/health-wellbeing-board/strategy/Sheffield-Food-Strategy-2014---2017/Sheffield%20Food%20Strategy%202014%20-%202017.pdf> page 16.

⁶ E.g. For the effect of fast-food on US children, see <http://naldc.nal.usda.gov/download/25558/PDF> .

FLOOD RISK

We believe this site is on a flood plain, with the adjacent Blackburn Brook being liable to flooding.

NUISANCE TO NEIGHBOURS

We think that it will be difficult to prevent the stench of cooking oil from drifting to the houses opposite. We also think a drive-through is likely to also result in noise from car door slamming and car radios, and more pollution as car engines are re-started. These problems are particularly concerning because of the proposed 24 hour working.

LITTER

While we recognise that McDonalds Restaurant's Limited may wish to keep its immediate frontage clear, we do not believe that it could avoid its burger-boxes being distributed over the wider area.

OVERPROVISION AND COMPETITION

We are concerned that being near to the village, the proposal will reduce footfall, and thus weaken High Street restaurants, pubs, and shops, and hollow out the centre of the village.

The site is also opposite to "The Travellers" which serves meals, and Harrods which offers both collect and delivered food, and near Morrison's restaurant, raising the possibility of damaging over-provision of food outlets on "The Common".

CHARACTER OF THE AREA

Ecclesfield still has the elements of a village, with predominantly stone buildings lining "The Common" and "Cross Hill", a number of traditional public houses, Churches, and a Priory. A McDonalds would therefore spoil the character of the village.

CONCLUSION

The Ecclesfield Conservation and Local History Group try to review all the planning applications in the area. As can be seen from our web site, we object to very few, but in this case attendees of our open meeting of 28th June the consensus against the proposal was so strong that we had to object.

Yours faithfully,

Secretary of the Ecclesfield Conservation and Local History Group
43 St. Marys Lane,
Ecclesfield
Sheffield
S35 9YE