

SUPPLEMENTARY REPORT
TO THE PLANNING COMMITTEE
6th December 2017

Agenda item 10

Application ref. 17/00856/FUL

McDonalds, Dimsdale Parade West

Since the preparation of the main agenda report the **applicant** has submitted a letter which seeks to respond to the letters of objection received.

The letter outlines that the matter for consideration is whether the increased operation of the site would have a material impact upon the residential amenity of the area, primarily with regard to noise, traffic, the potential for antisocial behaviour to occur and other matters concerning the extended use of the site. The letter makes the following key points;

Noise impacts

The letter reiterates that the previous planning application for the site contained a Noise Impact Assessment (NIA) demonstrated that the extension to opening hours will not have the potential of causing anything more than a 'slight risk of observable effect'. The restaurant's franchisee replaced the extraction system in an act of good faith and this has successfully reduced the potential for noise impacts to occur.

With regard to the operation of the COD (customer intercom), the system is fitted with a 'night-time' mode, which allows the noise to be reduced at hours where background noise is lower. This can be done automatically and controlled by software which cannot be altered by McDonald's staff.

It is important to note that the NIA considered the impacts of increased traffic to the site, delivery vehicles and the use of the drive-thru as part of the assessment.

Overall, the assessment shows that noise impact in terms of people, plant and vehicle noise would be not cause more than a low impact on the nearby residential amenity.

Increase in Traffic

Given the hours of operation proposed, it is clear that the proposal will result in a low number of vehicles, travelling to the site at a time when the road network is not vulnerable to congestion. As such, the proposal cannot be said to have an adverse impact on the operation of the road network.

Antisocial Behaviour & Impact on Police

The updated Noise Impact Assessment memorandum, supporting this application, includes McDonald's Guidance on Anti-Social Behaviour at Appendix 4. The document details McDonald's procedures to identify, mitigate and address instances of anti-social behaviour where they occur at their restaurants.

Importantly, it should be noted that neither the Environmental Health Division or Staffordshire Police have raised any issues with regard to antisocial behaviour occurring at the site as a result of this application.

On-Street Parking on Dimsdale Parade West

McDonalds has not applied for double yellow lines to be marked on the highway around the building or within the immediate vicinity of the site.

Deliveries and Delivery Vehicles

It should be noted that deliveries to the site continue to be controlled by Conditions 5 & 6 of Planning Permission: 99/00330/FUL, which limits deliveries to between the hours of 07:00 – 23:00, and also limited the type of delivery vehicles which could access the site. No alteration to the approved delivery details is proposed as part of this application, and therefore should not be given as a reason for refusal.

Increased Litter

It should be noted that litter was not given as a reason for refusal of the previous application for the site. It is not anticipated that the current application will in any way cause an increase in litter beyond that assessed under the previous application.

Pollution

It should be noted that the proposed development faces no objections from either Environmental Health or County Highways with regard to congestion, increased traffic or pollution. During the extended hours, in line with other restaurants in the group, vehicles accessing the site are primarily already on the road network. That is, most customers visit McDonald's as part of a trip to another location, rather than making a destination trip solely to the restaurant.

The recommendation remains as set out in the main agenda report.