

**22 July 2020**

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**Item 7c - 19/12153/VAR: McDonald's Restaurant, 235 Bradley Road,  
Trowbridge, BA14 0AZ**

**Public Statement 1 – Support – Brad Wiseman - Agent**

The application seeks permission to vary Condition 3 of Planning Permission: W/96/0586/FUL to enable the McDonald's restaurant on Bradley Road to trade between the hours of 06:00 – 23:00, Monday to Saturday. The application therefore only seeks permission to operate for an additional 1.5 hours in the morning trading period.

Members will be aware that this application was heard at the West Area Planning Committee on 17 June 2020, where it was decided to defer the application in order that additional information be provided to demonstrate the proposed development will not have an unacceptable impact on the quality of life afforded to local residents.

It must be emphasized that the submitted application was assessed by the Council's officers and found to be compliant in relation to the matters raised. It follows that any additional information provided by the Applicant should be considered as a material benefit to the area, above and beyond the scope of what is required by this application.

As requested by Members, the Applicant has now provided additional information which clarifies matters relating to noise impacts associated with increased traffic, noise impacts associated with staff arrivals and increased litter. That information includes:

- A Site Management Plan (SMP); and
- A Response to Committee letter dated 3 July 2020.

In relation to litter, the SMP clearly outlines the existing litter patrol arrangements which are in place at the site, as well as the large-scale litter patrolling events that McDonald's are involved with in the local area.

With the Applicant's consent, Planning Officers have included the SMP within the list of approved plans to be listed on the decision notice, if approved, which provides the Council with the ability to initiate enforcement action in the event that litter patrols do not occur in accordance with those terms, and thereby providing Members with the assurance that the Applicant takes the control of litter very seriously.

The SMP also addresses concerns around staff arrivals, confirming that only three members of staff will be arriving at the site between 05:00 – 05:30, and no more than a further three staff members will arrive between 05:30 – 06:00. Those who choose to travel to work by car will be directed to park in the area of parking directly adjacent to the Curry's unit which is the furthest point from the residential dwellings, thus eliminating any chance of disturbance for local residents.

The remaining matters discussed by Councillors at the previous meeting of Planning Committee have been addressed in our letter dated 3 July 2020, which are summarised below:

- Public Objections to the Proposal – whilst Members discussed objections to the proposals, the Applicant has addressed the matters raised. In addition, Members have not acknowledged that a comparable number of letters of support from local residents were also received.
- Increased Traffic Generation – the application relates to hours of the day where traffic along Bradley Road is low and will not result in any meaningful level of traffic generation. The Council's Highways Officer reinforced that conclusion.
- Increased Vehicle Noise – similarly, the noise associated with vehicles accessing the premises during the proposed extension of hours will not result in any adverse impacts. Vehicles access the McDonald's site using the same vehicular route and junctions to the Costa premises. Given that the Council granted permission for Costa to operate from 06:00, on the basis that it would not result in any adverse impact upon amenity, it follows that the same operation by McDonald's also will not have any impact. The Council's Environmental Health Officer reinforced that conclusion.

It therefore follows that not only is the proposal considered to be acceptable by the Council's own officers, its acceptability is demonstrated by the previous decisions of this Planning Committee and the physical evidence on the ground provided by Costa. There are no other relevant, planning-based considerations which would warrant refusal.

Rather than search the development plan for reasons to refuse the application which are clearly unfounded, we would respectfully request that Members follow the recommendations of their officers, and grant planning permission for the proposal.

Thank you for your consideration

Brad Wiseman

Associate Planner