

Recommendation Sheet Application Number: 19/01121/AS

Location: McDonalds, Eureka Leisure Park, Rutherford Road, Ashford, TN25 4BN
Proposal: Single storey extension to accommodate a new ordering booth, alterations to parking bays and associated works. Installation of additional Trespa cladding to match existing finishes and a new digital signage suite.

Decision Level: Decision Code: **PERM** Date cleared by officer: **29/11/2019**
(a) (b) Parish Council (c)

RECOMMENDATION

Permit

Conditions on grant

- 1 The development hereby permitted shall be begun before the expiration of 3 years from the date of this decision.

Reason: To comply with the requirements of Section 91 of the Town and Country Planning Act 1990 as amended by Section 51 of the Planning and Compulsory Purchase Act 2004.

- 2 The development shall be carried out in accordance with the details of external materials specified in the application which shall not be varied without the prior written permission of the Local Planning Authority.

Reason: In the interests of visual amenity.

Notes

1 Working with the Applicant

In accordance with paragraph 38 of the NPPF Ashford Borough Council (ABC) takes a positive and proactive approach to development proposals focused on solutions. ABC works with applicants/agents in a positive and proactive manner by;

- offering a pre-application advice service,
- as appropriate updating applicants/agents of any issues that may arise in the processing of their application
- where possible suggesting solutions to secure a successful outcome,
- informing applicants/agents of any likely recommendation of refusal prior to a decision and,
- by adhering to the requirements of the Development Management Customer Charter.
- In this instance:
- the application was acceptable as submitted and no further assistance was required.

Plans/Documents approved

Location plan 0912-1360-01 REV A
Proposed elevations 0912-1360-05 REV E
Proposed floor plan 0912-1360-06 REV G
Proposed site plan 0912-1360-300 REV P
Signage detail 0912-1360-301 REV F
Digital signage detail ISSUE 01 - 16-10-18
Sign 1 detail
Sign 2 detail
Reconnect screen detail

AGREED	
SPO	
JDCM	

Officer's Assessment Sheet

Policy Monitoring NOT Required

Application Number:19/01121/AS

Stat. Class: MINW

Application Date: 05 August 2019
Registration Date: 06 August 2019

Case Officer: Sarah Edwards
8/13 week Date: 01 October 2019

Applicant: McDonald's Restaurants Ltd 11-59 High Road East Finchley London, N2 8AW

Correspondent: Planware Limited The Granary First Floor 37 Walnut Tree Lane, Sudbury, CO10 1BD

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Proposal: Single storey extension to accommodate a new ordering booth, alterations to parking bays and associated works. Installation of additional Trespa cladding to match existing finishes and a new digital signage suite.

MATERIAL CONSIDERATIONS (Case Officer to complete)

Ashford Local Plan 2030	SP1 SP6 TRA3b
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Government Guidance	National Planning Policy Framework
SPG/SPD/VDS/Neighbourhood Plans	N/A
Other	N/A

SAFEGUARDING

Conservation Area	Not in a conservation area
Listed Building	Not a listed Building

ENVIRONMENTAL IMPACT ASSESSMENT

Is an E/A required?	Reason for Decision:
NO	Not Schedule 1 or 2 development
Is formal screening opinion required? Y/N	Not Schedule 1 or 2 development
Has screening opinion been issued? Y/N	Not Schedule 1 or 2 development

Site and Surroundings

The application relates to a fast food drive-thru restaurant within the Eureka Leisure Park, in the built-up area of Ashford. The site is adjacent to the M20 junction 9. The site comprises the main single-storey building, outside seating area, drive-thru lanes with associated ordering booths and free-standing menu boards, and a car park. The wider leisure park contains various restaurants, cinema, hotels and a gym.

Site Constraints

None.

Proposal

Planning permission is sought for the erection of a single-storey extension to accommodate a new ordering booth, alterations to parking bays and a new digital signage suite. A separate application for advertisement consent for 5no. freestanding signs and 1no booth screen has been submitted alongside this proposal.

Relevant History

19/01122/AS: Installation of new digital signage comprising 5 no. internally illuminated freestanding signs and 1 no. internally illuminated 15" booth screen. Under consideration.

16/00488/AS: Reconfiguration of the patio area to include umbrella canopies over seating area and the installation of a new external play space. Approved.

16/00447/AS: Extension of the pole on an existing internally illuminated "Golden M Arch" freestanding sign to an overall height of 8m. Approved.

16/00448/AS: Reconfiguration of the drive thru lane and kerb lines to provide a side-by-side order point including associated works to the site. The installation of 2 no. new customer order displays (COD). Erection of extensions to north, south and west elevations. Approved.

16/00449/AS: Erection of 4 no. internally illuminated freestanding totem pre-sale signs; 1 no. internally illuminated "hero" poster board; 1 no. non-illuminated directional sign; 1 no. internally illuminated directional "welcome" sign; 2 no. internally illuminated rotating totem signs. Approved.

16/00450/AS: Installation of 2 no. new internally illuminated golden "M" arch signs and relocation of 1 no. existing internally illuminated logo sign. Approved.

Representations

Ward Member

HAS WARD MEMBER REQUESTED APPLICATION GO TO COMMITTEE ?

NO

Parish Council- No objection.

Kent Highways- No comment.

Neighbours- 3 neighbours consulted. No comments received.

Government Guidance/Development Plan Policy/SPG/Other

The Development Plan comprises the Ashford Local Plan 2030 (adopted February 2019), the Chilmington Green AAP (2013), the Wye Neighbourhood Plan (2016), the Pluckley Neighbourhood Plan (2017) and the Kent Minerals and Waste Local Plan (2016).

For clarification, the Local Plan 2030 supersedes the saved policies in the Ashford Local Plan (2000), Ashford Core Strategy (2008), Ashford Town Centre Action Area Plan (2010), the Tenterden & Rural Sites DPD (2010) and the Urban Sites and Infrastructure DPD (2012).

Government Guidance

NPPF

NPPG

DP Policy

See the policy sheet for relevant policies.

SPD- (These were all subject to public consultation prior to being adopted by the Council)

Sustainable design and construction

Assessment

Design and Appearance

The proposed single-storey side extension would have a flat roof with a green-coloured 'trespa' cladding finish to match the existing ordering booths on the building. The extension would be of a scale and form appropriate to the building and no visual harm would be caused to the wider area.

In terms of the replacement freestanding signs and digital signage suite, these structures would be in keeping with the character of the McDonald's restaurant. The structures would only be visible from within the leisure park and would be appropriately sited as to avoid visual clutter. The revised car parking layout adjoining the exit of the drive-thru would also be in keeping with the character of the site and would have an acceptable appearance.

Residential amenity

There are no residential dwellings within closer proximity of the site that would be affected by the proposed development. No harm to amenity would therefore result.

Highway Safety

Kent County Council Highways Authority have been consulted on the application and have raised no objection/comment. The proposed reconfigured car parking layout would allow for three diagonal parking bays in place of the existing two. A new parking bay would also be created in the wider car parking area. The revised layout would not result in any highway safety concerns as the layout provides a suitable amount of space for access/egress and manoeuvring. The small increase in car parking spaces is considered acceptable in relation to the floor area of the restaurant and current parking standards.

Working with the applicant

In accordance with paragraph 38 of the NPPF Ashford Borough Council (ABC) takes a positive and creative approach to development proposals. ABC works with applicants/agents in a positive and creative manner as explained in the note to the applicant included in the recommendation and the decision notice.

Conclusion

In light of the above, it is considered the proposal is a sustainable development that complies with the Ashford Local Plan and the NPPF and is therefore recommended for approval subject to conditions.

Human Rights

I have also taken into account the human rights issues relevant to this application. In my view the "Assessment" section above and the Recommendation below represents an appropriate balance between the interests and rights of the applicant (to enjoy his land subject only to reasonable and proportionate controls by a public authority) and the interests and rights of those potentially affected by the proposal (to respect for private life and the home and peaceful enjoyment of their properties) and the wider public interest.

Dated:

Signed

Case Officer