Development Control – Delegated Officer Report

Application Number: ADC/0463/10 Recommendation – APPROVE

Site: McDonalds, Eastern Avenue, Shoreham-by-Sea BN43 6PW

Proposal: Refurbishment of restaurant and patio including front extension, cladding around 'drive-thru' booths on east side and customer order display/canopy on north side

The Application

The proposed refurbishment to McDonald's latest 'Al Fresco' concept', stated by the agent to give a more contemporary feel, includes a front extension the full width of the building (12m) by 1.3m deep, incorporating the existing smaller front projection. It would have a flat roof 3m high (1.6m lower than the main building), with a convex fascia. Also proposed is cladding around 'drive-thru' booths on the east side and a customer order display/canopy on north side. A new manual metal arm barrier would be erected at the south entrance to the main parking area, and a new replacement height barrier at the drive-thru entrance. Other minor replacement and repair works are proposed. The 2 disabled parking bays would be made DDA compliant. The building is to have the side panels of its roof painted khaki green, as will the window surrounds. There are also applications for replacement and additional signage (ADC/0464/10 and ADC/0503/10).

Permission for this drive-through restaurant was granted in 2002 (SU/269/01). Temporary permission was granted in November 2010 to vary a condition in order to extend the opening hours to 5am-12 midnight Sun-Thurs and 5am-2am on Friday and Saturday nights (ADC/0365/10).

Consultations and Representations

West Sussex County Council: No objection.

Adur District Council: The EHO has no objection.

Third Parties: No comments received.

Relevant Planning Policies and Guidance

Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1
PPS1 'Delivering Sustainable Development' (ODPM 2005)
PPS4 'Planning for Sustainable Economic Growth' and Practice Guidance 'Planning for Town Centres' (DCLG 2009)
PPG24 Planning and Noise': Annex 3, para 20 (DoE 1994)

Planning Assessment

Policies

The site is within an area along the north side of the A259 (between the road and the railway) that is used predominantly for retail purposes. However, it is not identified for any particular purposes in the Local Plan. Policy AG1 states that, subject to other policies, development will normally be permitted subject to "it not detracting from the existing local urban environment".

PPG24 states that food & drink uses, particularly fast food restaurants, public houses and night clubs, pose particular difficulties because their activities peak in the evening and late at night. It advises LPAs to consider the noise that may be made by customers in the vicinity and states that the disturbance from traffic and car parking should not be underestimated.

The present proposals, for a refurbishment to the applicant's latest corporate concept, would not have any adverse effect on the overall appearance of the premises. The most noticeable change is the front extension but this would not be significant and is appropriately designed. Whilst the reasoning for the proposed re-painting, replacing the silver grey on the upper part of the building with khaki green seems questionable, it falls outside planning control.

There is nothing to indicate that the changes would make any material difference to customer noise emanating from the premises or to the effect on highway safety. The proposed metal barrier would enable parking within the parking on the west side to be controlled during late hours when only the drive-thru and not the restaurant itself is open.

Recommendation

APPROVE for reason that:-

1PPii amended
.....relevant policy of the ADLP (AG1).

Subject to:-

1. C1Ci
2. C12Eii R. .....AG1 of ADLP.

Case Officer: Keith Morgan Date: 14 January 2011