DESIGN & ACCESS STATEMENT

Broad Street, Leek

Planware Limited

December 2015

Version 2

Document Control Sheet

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Contents

1 Introduction

1.1 This Design and Access Statement has been completed in accordance with the requirements of Government Circular 01/2006 – Guidance on Changes to the Development Control System, section 3, and is based on the best practice guide issued by CABE – Design and Access statements – How to write, read and use them – published in 2006.

1.2 This statement explains the design principles and concepts that have informed the development and how access issues have been dealt with.

1.3 This development comprises a modern freestanding McDonald's restaurant with internal and external customer seating. Provision is made for take away customers, both from the counter and from the drive-thru lane.

2 Context

Background

2.1 A planning application (Referrence SMD/2015/0202) was submitted to Staffordshire Moorslands District Council and registered on 8th of May 2015 for "*Erection of a drive-thru McDonald's Restaurant (Class A3/A5) with associated landscaping, parking and access and outline permission for 6 two storey residential units with landscaping, parking and access on land to the North of Broad Street, Leek".*

2.2 Following receipt of pre-application advice and comments from the councils Environmental Health Officer and the Planning Officer the application was subsequently withdrawn due to the need to address a number of outstanding issues, most notably the proximity of the drive-thru land to number 18 Sneyd Street as well as the need for an Air Quality Assessment.

2.3 With respect to the issues associated with the layout, a number of options were considered at some length to seek to overcome the concerning the proximity of the drive-thru lane to Number 18 Sneyd Street.

2.4 This Design and Access Statement supports a planning application which includes revisions to the layout in order to address the concerns referenced above. Not only does it move the drive-thru lane away from number 18 Sneyd Street but it also proposes a substantial landscaping buffer along its boundary. The planning application is also accompanied by an Air Quality Assessment.

The Hybrid Planning Application

2.5 This Design and Access statement has been prepared in support of a 'hybrid' planning application submitted by McDonald's seeking both full and outline consent as follows:

- Full planning permission for a new "drive thru" McDonald's restaurant (Class A3 / A5) with associated landscaping, parking and access and;
- Outline planning permission for 6 two storey residential units with, landscaping, parking and access on land to the north of Broad Street, Leek

2.6 The nature of the planning application and the extent of the proposed works detailed on the submitted drawings (comprising both full and outline elements) is in direct response to the requirements of adopted planning policy and the wider aspirations of Staffordshire Moorlands District Council who wish to see the site be redeveloped as mixed use.

2.7 The aim of submitting a 'hybrid' planning application is to demonstrate that the site can in principle meet these aspirations.

2.8 For the most part, the remainder of this Design and Access focuses on the elements for which full planning permission is being sought, comprising a new “drive thru” McDonald’s restaurant (Class A3 / A5) with associated landscaping, parking and access.

Site Analysis

2.9 The proposed site is located to the south west of Leek Town Centre and is bounded by Broad Street (the A53) to the south east and Sneyd Street to the north east.

2.10 The proposed restaurant use for which full planning permission is sought is to be located on the site of a car showroom which fronts onto Broad Street from where main vehicular access will be achieved. The proposed residential properties for which outline planning permission is sought are to be located on the site of an existing car park with garages to the north east of the proposed restaurant and is surrounded on all sides by existing development. Access to the proposed residential properties will be via Broad Street.

2.11 The immediate area is characterised by a mix of uses including residential, commercial, business and retail uses.

2.12 The location of the site has informed the overall design of the proposal.

Social and Economic

2.13 The site of the proposed restaurant is currently a car showroom/sales garage. The site is large enough to accommodate a freestanding restaurant.

2.14 The proposed McDonald’s restaurant is expected to employ over 65 full and part time staff. With the exception of the management team, almost all of these will be recruited from the local community. Please see additional information on employment and training in the Planning Statement.

Policy

The Local Development Framework

The Staffordshire Moorlands Core Strategy (Adopted March 2014)

2.15 The Staffordshire Moorlands Core Strategy, adopted in March 2014 (the Core Strategy) together with other accompanying documents including Supplementary Planning Documents (referenced later in this Planning Statement), largely replaces the Local Plan 1998, although certain documents such as the proposals maps are still of relevance. The site is located within the Leek Town Development Boundary but falls outside of any site specific policy designations. Policies related to design can be described as follows:

2.16 Policy DC1 – Design Considerations

'All development shall be well designed and reinforce local distinctiveness by positively contributing to and complementing the special character and heritage of the area in line with the Council's Design SPD. In particular, new development should:

- *be of a high quality and add value to the local area, incorporating creativity, detailing and materials appropriate to the character of the area;*
- *be designed to respect the site and its surroundings and promote a positive sense of place and identity through its scale, density, layout, siting, landscaping, character and appearance;*
- *create, where appropriate, attractive, functional, accessible and safe public and private environments which incorporate public spaces, green infrastructure including making provision for networks of multi-functional new and existing green space (both public and private) in accordance with policy C3, landscaping, public art, 'designing out crime' initiatives and the principles of active design;*
- *incorporate sustainable construction techniques and design concepts for buildings and their layouts to reduce the local and global impact of the development, and to adapt to climate change, in accordance with policy SD1;*
- *protect the amenity of the area, including residential amenity, in terms of satisfactory daylight, sunlight, outlook, privacy and soft landscaping;*
- *promote the maintenance, enhancement, restoration and re-creation of biodiversity and geological heritage, where appropriate, in accordance with policy NE1;*
- *provide for safe and satisfactory access and make a contribution to meeting the parking requirement arising from necessary car use;*
- *ensure that existing drainage, waste water and sewerage infrastructure capacity is available, and where necessary enhanced, to enable the development to proceed;*
- *ensure, where appropriate, equality of access and use for all sections of the community.'*

2.17 Policy DC2 – The Historic Environment

'The Council will safeguard and, where possible, enhance the historic environment, areas of historic landscape character and interests of acknowledged importance, including in particular scheduled ancient monuments, significant buildings (both statutory listed and on a local register), the settings of designated assets, conservation areas, registered historic parks and gardens, registered battlefields and archaeological remains by:

1. *Resisting development which would harm or be detrimental to the special character and historic heritage of the District's towns and villages and those interests of acknowledged importance.*

2. Promoting development which sustains, respects or enhances buildings and features which contribute to the character or heritage of an area and those interests of acknowledged importance through the use of conservation area appraisals, design statements, archaeological assessments, characterisation studies and Masterplanning.

3. Preventing the loss of buildings and features which make a positive contribution to the character or heritage of an area through appropriate reuse and sensitive development, including enabling development, unless their retention is not viable or there would be substantial planning benefits to outweigh the loss.'

2.18 The aformentioned policies clearly demonstrate the councils apiration to see good design at the heart of all developments and ensuring that historic interests, such as the Conservation Area to the south of the site are protected.

2.19 This Design and Access Statement focuses on design led policies, as outlined above, with the Planning Statement concentrating on other planning and land use policies. Policies in the Local Development Framework take into account more up-to-date government guidance, and emphasise the principles of Sustainable Development. Whilst Sustainable Development has its role in design, it is also a development control consideration. Details of sustainability in relation to construction, materials and methods are set out in the Planning Statement and are not repeated herein.

2.20 McDonald's are market leaders in their approach to sustainability and recycling. Major efforts are in place to reduce environmental impact. These issues will be fully explored throughout this report and within Chapter 4 of the accompanying Planning Statement.

2.21 McDonald's buildings employ a range of neutral and natural colours to subtly integrate the restaurant with other properties in the area. The materials are a combination of timber effect aluminium, local stone and timber effect panels. The design embraces the setting of the urban area therefore will not be detrimental or obstructive to the surrounding area from a landscape perspective. The proposed restaurant respects the existing architectural themes in the area by introducing an active frontage via the glazed restaurant entrance and attractive patio area.

3 Evaluation and Design Development

Design concept and Principles

3.1 The development is to:

- Be accessed from the existing entrance
- Create a positive addition to the surrounding area
- Provide new jobs to local people

3.2 The design concept of the proposed development is to provide a freestanding restaurant to complement the existing uses in the area and in the surrounding locale allowing for a substantial number of joint and linked trips.

3.3 The building and patio area will front the car park and the customer area should be visible from the wider site entrance. The dining area will provide views into and out of the proposed restaurant, with dedicated parking to the south of the site. Access to the site will be via the Broad Street to the south.

3.4 The building will integrate easily with the surrounding buildings in the area, which employ a contemporary design with high levels of glazing. Proposals will reflect McDonald's recent design style, which has been widely regarded as a significant improvement to their corporate image.

3.5 The restaurant will offer customers the choice of eating within the restaurant or taking away from either the counter or from the drive thru lane. The restaurant itself will provide a spacious, contemporary dining area.

4 Proposed Scheme

Introduction

4.1 In considering the design principles for this development, McDonald's design team have taken into account the site specific design background of the local environs; the proposed use of the building as a restaurant; the amount of development proposed in relation to the surroundings; how the layout proposed fits within the urban grain; how the scale of the proposal sits within the site and relates to the urban form in the surroundings; and the overall appearance of the scheme including the landscaping proposed.

4.2 We consider each of these below using the headings and guidance provided by CABE. A holistic design approach has been adopted for this restaurant. Whilst we comment on the process under the headings identified, there is of course substantial crossover between them.

Use

4.3 The footprint of the building has been designed to meet the operational requirements as a freestanding McDonald's Restaurant, both for customers to eat within or outside of the building, or to take away from the premises.

4.4 McDonald's Restaurants have long been considered one of the major influences in the quick service industry, constantly re-inventing themselves to the ever-changing public and social values/needs. Whilst not a planning issue, the proposed interior of the restaurant will provide a distinct modern feel with the exterior of the building reflecting this change in retailing. The dining area will include a variety of seating types and table sizes tailored to the customers' needs.

Amount

4.5 The internal customer seating area has been carefully considered in relation to the predicted peak trade levels expected at the store. This floor space has a direct inference on the number of parking spaces required and the size of the kitchen thus predetermining set features of the development proposal. These requirements can then be assessed against the proposed site judging if such a location is suitable for the proposed operation of the restaurant from the outset.

4.6 The proposed building has a GEA of 384sqm and a dining area of 111 sqm.

4.7 If the initial volumetric design considerations all meet the operational requirements of McDonald's, the proposed detailed design and planning work begins.

4.8 The "amount" of development proposed, (based on the operational characteristics of the specific restaurant) is then tailored to the site specific circumstances and the retail hierarchy

of the surrounding commercial developments, all of which results in the final "amount" and volume of the proposed development.

Layout

4.9 The layout of the site is again partially controlled by the operational requirements of the new store but of course the local circumstance and location of the site in relation to the surrounding is key.

4.10 The layout considerations of the drive-thru lane and the entrance to the store need to be carefully considered in relation to access and organisation within the site resulting in the final layout selected. The key layout influence on the final design has therefore been the location of the building within the subject site. This influences the remainder of the built form, from car parking and landscaping to bin stores etc.

4.11 Whilst the effective operation of the restaurant is key for both customers and McDonald's, location and orientation of the building within the site is finitely controlled by the surrounding uses, built form and local environs.

4.12 The proposed building has a distinctive glazed customer area which has been orientated to address the main frontage of the subject site. This allows views into the bright and lively customer area (providing and adding to the local urban form with the key active frontage).

4.13 Each of the subservient design considerations take their lead from the location of the building and the surroundings and have direct influence on the final layout proposed. These include:

- The bin store has been located within an enclosed area away from locations where they could be perceived to have an adverse impact on neighbours.
- Disabled parking, meeting Part M Building Regulations, has been located as close as possible to the pedestrian entrance to the building providing flush and level kerbs.
- The patio has been located as close to the restaurant entrance as possible in order to limit the distance people carry trays.
- Safety barriers have been included in potential conflict areas within the development separating vehicle movements and pedestrians.
- Car park lighting and railings segregating outside seating areas are proposed. This assists in providing a safe local environment for both adults and children.
- Easy and logical layout for customers using the drive-thru lane with clear directional signage.

4.14 Each of the above factors has been considered and, where necessary, the scheme has been revised to provide the final layout presented.

4.15 The proposed building will be situated on the site of a car showroom. The building will be located in the northern portion of the site with the carparking to the south. The drive thru lane will comense in the south west corner of the site. The drive thru lane will wrap around the store in a clockwise direction. The drive thru lane will incorperate the new style “side-by-side” style of ordering, using two lanes to increase efficiency.

Scale and Appearance

4.16 We have detailed above how the size of the store is determined, thus the scale of the final design has a direct relationship to the size of the restaurant proposed.

4.17 The following describes the processes taken to select the final detailed design of the building. This complies with the CABE guidance requirements “to explain what a person applying for planning permission wants the place to look like and why”. Contrary to common misconception the object of “appearance” in a design and access statement is to explain how it will be achieved, not why the selected final design is better than others. Nor is it to comment on the style of development selected.

4.18 There are two main considerations that influence the proposed design of the store:

1. Corporate image
2. Surrounding urban form

4.19 There is no doubt that corporate image plays an important role in the design characteristics of the building.

4.20 The restaurant and use proposed aims to create and reinforce McDonald’s new brand environment for customers and visitors which attracts people to McDonald’s Restaurants. That said, other design considerations have also influence the building.

4.21 McDonald’s have developed a wide variety of buildings during the past 35 years and their style is constantly evolving to reflect changes in architectural style and influence. While the company respect the heritage of their older buildings and the association of that built form with their brand, the style and methods of construction allow future alterations and modernisation of stores to be made over time. The proposed building carries forward this view and whilst reminiscent of McDonald’s past architecture the proposed building has evolved to better integrate with the surroundings and reflect a new contemporary pallet of high quality materials. Integration does not of course mean that the building should echo the surrounding built form, but compliment that which is present and still fit with the urban grain.

4.22 In keeping with the holistic design approach and briefly described in the landscaping section below, the pallet of materials selected for the building are modern and directly connected to the brand message. Colours proposed are natural and neutral, whilst the materials used are particularly high quality and natural as far as is practical. By using khaki green, timber effect and stone colours the aim is to achieve a subtle natural feel to the building. This is successfully achieved. The materials are a combination of natural stone and timber effect aluminium which will provide both durability and future flexibility.

4.23 Balancing the palate of materials; the operational requirements of the building; the amount and mass of development proposed; architectural history of the brand; and integration into the surrounding built environment, the design has manifest itself into a single storey building with feature elements such as a mansard roof. The verticality is expressed at the corners of the building by utilising a mix of vertical aluminium timber effect slats and contemporary grey block, adding to the buildings presence and bringing the design down to ground. The mix of solid and louvered elements enhances the building diversity whilst allowing creative use of sunlight during the daytime and feature lighting at night to create interesting shadows along the elevation. The mansard roof also provides perfect natural solar shading over the eaves of extensive glazing. The building height has been designed to best balance with the immediate context yet also provide a fully screened plant well to shroud the array of plant required to service the building.

4.24 Wall elevations are simply treated using a mixture of walnut effect solid core laminate panels, with contemporary grey block below. The horizontal break and stacking of materials between the proud vertical feature corners further expresses the horizontality of the building, reinforcing and complimenting the linear form of the roof above.

4.25 Glazing has been used extensively within the building design to provide maximum active frontage and allowing the operational nature of the building to be read and understood by all. The dining area is predominantly surrounded by glazing to take benefit of natural light, as are the staff rest areas. Glazing to the drive-thru elevation at each service point allows customer/staff interaction and perfectly identify each position at which customers must stop.

4.26 Internally, the design concept is to create a bright, lively, modern and contemporary feel for visitors to the restaurant. The proposed design achieves this through the colours and materials used. This in turn echoes McDonald's brand image of a modern restaurant facility, achieving the design goals of the restaurant.

Security

4.27 The building has been designed with natural security and surveillance in mind, so far as is reasonably practicable. The dining area benefits from extensive areas of glazing which allow views both into and out of the building, promoting natural surveillance by customers and staff alike. The drive-thru lane is operated via staff located in two service windows, thus covered by natural surveillance. In order to extend the use of natural surveillance as far as possible, the non-drive-thru elevation has also been designed with windows in the staffroom area. Whilst providing good quality space internally and natural light, the volume of glazing adds further natural surveillance around the site. Unfortunately natural surveillance cannot be designed to the rear of the store due to the nature of the external storage compound. A CCTV system is installed externally to cover this area of the site with monitors linked into the managers' office and kitchen areas.

4.28 The building footprint and site has been designed to minimise any potential hiding spaces and lighting proposed has been designed to avoid any dark spots. The proposed scheme will ensure a high level of natural surveillance during sustained periods given its location within an existing built up area.

4.29 Lighting is provided throughout the car park, drive-thru function and approach to the building for the duration of the stores trading hours after dusk and before sunrise.

Landscaping

4.30 Landscaping is an integral element of the design of any McDonald’s store. The design philosophy of the landscaping reflects that of the building adding a modern and contemporary twist to the site appearance. Whilst this may not be reflective of the surroundings, the design approach selected will create an interesting and vibrancy of style, forming a location of outstanding character.

4.31 In the past many drive-thru restaurants have followed the trend set by large commercial out of town retail parks enclosing the site with a variety of generic plants, rocks and mixed hard landscaping across the subject site resulting in a generic out-of-centre feel. The proposal here is different and makes a statement.

4.32 The landscaping proposed at this store is modern. It is influenced and integrated with the design of the building and the resulting effect compliments the modern feel to the whole site. The materials used have been specifically limited to achieve this design style including the planting pallet and materials used in the hard surfacing, the patio area and outside seating. Reference is taken from the building and the materials used in its design. This assists in providing a link from the external environs to the internal design of the store, and confirms the holistic approach.

4.33 McDonald's will employ local contractors to maintain and manage both hard and soft landscaped areas on a regular basis. The overall external appearance of the store is an important element and maintains and adds to the customers' experience, and ultimately to the success of the restaurant.

Noise & Acoustics

4.34 As described above, the building is designed to incorporate a roof level plant zone which is fully screened around its perimeter, thus reducing at source operating noise levels from external plant.

5 Sustainability

Design and Materials

5.1 The design of the new mansard roof has been directly influenced by the solar path. It provides shading to reduce the impact of overheating from the sun in summer yet allow sufficient daylight into internal spaces. The height of glazing and depth of the mansard overhang have both been developed to allow deep penetration of light into the space by low level winter sun and limiting the high, hot summer sun. This design is also benefited by internal light sensor control of the dining areas lighting which automatically switch off lights that are not required.

5.2 In addition to the controlled use of sun light, the areas of glazing to the elevations have been designed to maximize natural light into the back of counter areas. Whilst views into some of these areas are not necessarily desirable, and there are others that are 'locked' within the building, a series of sun pipes have been introduced at roof level to bring natural light into ancillary spaces, again minimizing the requirement for artificial light in these areas. All new drive-thru McDonald's restaurants are supplied with electricity from 100% renewable sources, generated off site. This far exceeds any potential on-site renewable generation. The supply is from a variety of sources, provided by Npower and is guaranteed until 2035.

5.3 In addition to the 100% renewable supply, all restaurants have a sophisticated building management system to operate lighting, heating and air conditioning. Low energy LED lighting systems form part of each new restaurant. McDonald's kitchen appliances have standby reminders and the company have introduced a metering system which measures the amount of electricity used in half hour intervals throughout the day. Restaurant Managers receive daily graphs to help them make energy saving adjustments. Since 2007 McDonald's has reduced the amount of energy used per customer by over 22%, equating to a saving of over 60,000 tonnes of CO2 per annum, and they are continuing to make investments in energy savings.

5.4 Materials for the building have been selected to provide the required aesthetics combined with maximum durability and robustness. Whilst it could be argued that there is embodied energy absorbed into some of the products selected, it is envisaged that the requirement for replacement, maintenance and repair will be minimal during the building lifecycles, thus providing a good low level of energy input over the whole lifecycle.

5.5 McDonald's have developed a European wide approach to sustainable development closely linked to the European Union's ambitious "20/20/20 by 2020". The EU initiative can be summarised to:

- Reduce overall green-house gas emissions to 20% below 1990 levels by 2020;
- Increase the share of renewables in energy use by 20% by 2020;
- Increase energy efficiency by 20% by 2020.

5.6 McDonald's have assessed their existing restaurants with environmental and energy consultants ECOFYS to investigate improved performance of the existing and new restaurant buildings. This has resulted in McDonald's setting Green building guidelines. This is a McDonald's European initiative and some elements are less appropriate to the UK, for example, solar impact reducers.

5.7 Initially, a benchmark for existing stores was established and standards set for remodelling existing stores and new buildings which are referred to as ‘silver’ and ‘gold’ standards.

5.8 The silver standard was the original minimum requirement for refurbishing existing restaurants and proposed new stores and was the original mandatory target for all stores. This includes:

- Lighting - rationalisation of lighting and reductions in required lux levels, including replacement of any tungsten filaments with compacts; installing sensor and photo controlled lighting both within and outside of the buildings. This includes re-lamping existing stores with the most energy efficient lamps available for the existing fittings.
- Water - Auto shut-off taps fitted to wash-hand basins in addition to flow control limited to 6l/min; replacement of urinals with waterless units and flush reduction measures fitted to cisterns where possible (5l flush). In addition systems are leak checked with hot water temperatures reduced to a maximum of 60 degrees C. Pipes are checked for missing insulation.
- HVAC - Automatic closures fitted to all internal doors and draft-proofing fitted or repaired to all doors and windows, including the use of energy save reminder stickers in the back of house area. Fan units controlled not required to run when ventilation not required and room sensors positions checked and moved if necessary.
- Refrigeration - Improved air circulation provided to freezers where possible and "door open" alarms fitted to freezer/chillers.

5.9 The silver standard has now been superseded and application of the McDonald's gold standard is now the minimum requirement for refurbished stores and new builds. The gold standard includes measures outlined in the silver standard above in addition to the following:

System optimisers - minimum two of the following three items to be installed

- Centralised electronic control panel for management of HVAC; extract fans; and internal and external lighting (including signs) all based on time, temperature and light levels;
- Gas condensing boiler with 90% energy efficiency. Electric only if gas not available;
- Heat recovery fitted to HVAC to provide minimum 50% of dining area demand;

System economisers - All of the following are being considered as part of a rolling review and will be tested in the near future, unless restricted by local regulation –

- Power factor correction equipment fitted minimising reactive energy consumption;
- WC's fitted with duel flush of 4.5l and 3l flushes (unless external drainage requires greater volume);
- Monitors fitted to plant with EFF1 rating;
- Variable speed drives fitted to HVAC plant.

Solar impact reducers (where average daytime temperature (May to September) exceeds 24 degrees, the following are fitted as standard -

- Sun-shades to roof-top HVAC;
- 50% solar energy rejection and 90% infra-red rejection film fitted to all windows and screens.

Consumption reducers - fitted on a site by site basis -

- Economiser fitted on HVAC to optimise "free heating/cooling";
- 90mm thick insulation panels fitted between grills and reach-in freezers;
- Natural light to back of house via windows or "light tubes";
- Install voltage control equipment where supply exceeds required voltage.

Refuse and Recycling

5.10 The McDonald's Waste Management Strategy is based upon the hierarchy: Design, Reduce, Reuse, Recycle and Disposal. Waste minimisation is promoted, for example, through the re-design of tray liners and specifying the use of light-weight bin liners. Food wastage is minimised through the use of a computer system that monitors the amount of food served at given times of the day, resulting in the more accurate preparation and ordering of stock. The use of recycled products such as kitchen towels and toilet rolls is promoted throughout all restaurants. McDonald's also reuses delivery packaging wherever possible in accordance with food safety laws. An example of this practice includes the reuse of delivery trays for buns, muffins and milkshake mix. In terms of recycling, all restaurants aim to recycle 100% of their corrugated cardboard, which in itself accounts for 30% of a restaurant's average total waste. With regard to the packaging itself, 72% of all cardboard packaging consists of industrial recycled paper. Moreover, items such as drink carriers, bags, napkins and toilet paper are made from 100% post-consumer material.

6 Access

Guidance and Consultations

6.1 The following guidance documents have and will be referenced to in the development of the scheme:

- Approved Document M of the Building Regulations, The Stationery Office,2004
- BS 5588 Part 12:2004 Fire Precautions in the Design and Construction of Buildings: Managing fire safety British Standards Institution
- BS 5588 Part 8 Fire Precautions in the Design and Construction of Buildings: Means of Escape for Disabled People, British Standards Institution, 1999
- BS 8300:2001 (incorporating Amendment no 1) Design of buildings and their approaches to meet the needs of disabled people – Code of practice, British Standards Institution, 2001
- Building Sight, Peter Barker, Jon Barrick and Rod Wilson, RNIB/HMSO, 1995
- Design and access statements How to write, read and use them The Commission for Architecture and the Built Environment (CABE), 2006
- Designing for Accessibility, CAE/RIBA Enterprises, 2004
- Equality Act 2010 including the relevant Codes of Practice
- Emergency Lighting and Wayfinding Systems for visually impaired people, BRE Information Paper, Webber, G M B, and Cook, G K, August 1997,
- Good Loo Design Guide, CAE/RIBA Enterprises, 2004
- Good Signs - Improving signs for people with a learning disability, Disability
- BS EN 81-70 Accessibility to lifts for persons including persons with disability rights
- Guidance on use of tactile paving surfaces, Department of Transport (DfT), 1998
- Inclusive Mobility: A guide to best practice on access to pedestrian and transport infrastructure, Mobility and Inclusion Unit, Department for Transport, 2002
- Planning, buildings, streets and disability equality: A guide to the Disability Equality Duty and Disability Discrimination Act 2005 for local authority departments responsible for planning, design and management of the built environment and streets , Disability Rights Commission
- The Principles of Inclusive Design, CABE 2006

6.2 Access: To The Site

6.2.1 Pedestrian access to the site is via the south of the site.

Topography and Location

6.2.2 The site is relatively flat and has no topographical constraints.

Public Transport

6.2.3 Bus stops are located within close proximity to the site on Broad Street.

Vehicular Access and Parking

6.2.4 Vehicular access to the site is via the existing access to the South via Broad Street.

6.2.5 The car park to the restaurant contains 2no. designated disabled parking spaces (with standard disabled markings) of 30no. total spaces. The accessible spaces have been provided as close as possible to the main building access point. 2no. grill bays are also provided for operation purposes in conjunction with the drive thru.

Pedestrian Cycle Access and facilities

6.2.6 Cycle access can be made from the South of the site.

6.2.7 External lighting will be provided to ensure good access and reduce crime risk and levels shall be designed to meet the requirements of the CIBSE Lighting Guide for the Outdoor Environment and follow guidance on inclusive mobility.

Servicing and Refuse Strategy

6.2.8 Deliveries will be made by Martin Brower, McDonald's distribution partner using a 16.5m HGV vehicle with tail lift, approximately 3 times per week each lasting between 15 to 45 minutes on average.

6.3 Access: The Building

Principle Entrance

6.3.1 Public access into the building shall be open to all during hours of restaurant 'in-store' trade, with the principle entrance doors being fitted with power assisted opening device. Power assisted doors facilitate ease of disabled access via push button operation and shall be complete with protection posts to provide guarding to pedestrian traffic to the power assisted doors. Safety sensors will be fitted to ensure that the door does not open or close against pedestrian traffic.

6.3.2 A level threshold shall be provided, with no up-stands exceeding 15mm in height.

6.3.3 Floor matting is to be chosen to allow smooth transition whilst reducing risk of slipping and keeping entrances clean.

Public Dining Area Facilities

6.3.4 The dining area is designed to best meet the aims and objectives of the Equality Act by providing a varied level of service to suit the widest possible range of needs. A variety of seating is provided with high and low tables and a mix of fixed and loose seats. Floor and wall materials have been chosen not only to reflect McDonald's brand but to provide good levels of contrast between surfaces for users with visual impairment. Circulation routes are provided throughout the seating area to promote access for all, including wheelchair users.

6.3.5 Due to operational and equipment constraints it is not possible for McDonald's to provide a fully accessible counter, however a full access policy is in place throughout the company for members of staff to provide assistance to any customer who may require such. 'Assisted access' points are clearly signed within the dining area for customers to raise the attention of staff in such circumstances.

Sanitary accommodation and provision

6.3.6 WC provision will be provided for customers of the restaurant with the space, layout and provision of these designed to meet the requirements of Approved Document M 2004 of the Building Regulations and BS 8300:2001, and shall generally include:

- Light action privacy bolts and lever action fittings where possible
- Doors capable of being opened outwards in an emergency
- Sanitary fittings that contrast visually with the wall/ floor finishes (which shall also contrast)
- Emergency alarm systems within the accessible toilet
- Grab rails and clear manoeuvring spaces
- Flushing mechanisms shall be located on the transfer side of the accessible WC.

Signage and Communication

6.3.7 All corporate, directional or information signage has been designed in accordance with the recommendations of the Sign Design Guide and with reference to current good practice guidance and to give clear directions, information and instructions for the use of the building.

Alarms

6.3.8 Visual and audible emergency warning alarms are to be provided.

General Provision

6.3.9 Colour schemes will be chosen throughout in line with "Building Sight" principles. The building is well lit through a combination of natural lighting and supplemented with artificial lighting to provide a full spectrum.

7 Conclusion

7.1 It is considered that planning policy at national and local level is supportive of proposals to develop a freestanding McDonald's restaurant at Broad Street, Leek.

7.2 The proposed development will provide over 65 jobs for the community. Details have been provided on McDonald's efforts to provide opportunities for skills and training through their internal management training programme. Staff are given the opportunity to gain naturally recognised qualifications in hospitality, literacy and numeracy.

7.3 Sufficient parking has been provided at the restaurant with accessible parking located as close to the restaurant entrance as possible. McDonald's actively encourage more sustainable methods of transport.

7.4 Natural and neutral colours and materials will be used on the building and throughout the scheme to ensure the site integrates easily with the surroundings.

7.5 The site represents an appropriate location for a drive-thru restaurant, which will be well placed to offer refreshments to passing customers and those in the surrounding area.

7.6 In light of the above, we trust officers are able to support the application.