

London Borough of Enfield  
Development Management  
PO box 53  
Civic Centre  
Silver Street  
Enfield, EN1 3XE

Dear Mr. R. Reilly,

**Objection to Planning Application P13-01579PLA for a McDonalds Restaurant and Drive Through at 188 Bowes Road, N11**

I wish to call upon London Borough of Enfield to reject this planning application on the following grounds:

1. **Safety:**

- a. **Vehicles:** access is directly from/on to the A406 eastbound close to the junction at Warwick Road. The A406 is an inherently dangerous road caused by the weight and speed of traffic at all times. Entering the site will require vehicles to slow, which will be dangerous. Leaving the site will also be dangerous as evidenced by what happens at Milton Grove on the westbound carriageway where over 50 accidents have occurred. Additionally, although the application does not envisage vehicles accessing from the westbound carriageway it appears inevitable that some will make a right turn at the Warwick Road lights, which will be very hazardous.

A risk assessment undertaken indicates a risk rating of 16, which means safety must be improved.

- b. **Pedestrians:** Although there is a crossing 50 yards from the site to allow pedestrians to cross from the south there is a real possibility that people will cross straight across the road, which will be highly dangerous.

2. **Proximity to Local Schools: Bowes Primary School** is just across the road from the proposed restaurant and **Broomfield School** is around 150-200 yards away.

It is obvious that the proximity of these schools to the site is the main reason the site is very attractive to the applicant.

However, with the drive to reduce obesity and encourage people away from a fast food diet this application can only be regarded as perverse.

3. **Proximity to New Developments**

The area where this new restaurant is planned to be sited is in an area planned for regeneration, and this application comes forward when no plans have been produced for public viewing for the adjacent Ritz Parade.

No one has expected such an enterprise to be included in these plans and at worst the application should be held in abeyance until the public has had the opportunity of seeing plans for Ritz Parade.

4. **Promity to Other McDonalds**

The Friern Retail Park, not far to the west of this site, already has a drive-by McDonalds, hence there is, arguably no need for a further identical facility so near along the same east-bound carriageway of the A406.

Furthermore, at Friern Retail Park, McDonalds supplements the wholly retail use of the site, and poses no interference with the traffic on the A406 because it is buffered from the A406 by substantial slip roads. Whereas on Bowes Road/A406 a drive-by McDonalds would detract from the residential character of the area and the absence of space for slip roads would increase the risk of accidents on the Bowes Road/A406.

5. A major reason that the area needs regenerating is to mitigate the adverse impact of the A406. The character of development that is suited to this aim is one which enhances the residential aspects of the area, not one which adds to the adverse use of the area for high speed road transport, and which indeed may attract an increase of such use.

Whilst I accept that the parade requires regeneration, I do not consider a McDonalds drive through to be an answer to that problem! Of course, it's an easy financial option for the Council. McDonalds has huge financial resources, so it would appear to be a quick and easy solution to the pressure to have a viable business in that location, no doubt bringing extra and reliable revenue to the Council. I am sure Enfield is as cash strapped as other London councils, but needs to think more creatively and not opt for the lazy option of 'plonking' a drive through in the middle of a residential area. Enfield should try to encourage other private money into the area to regenerate the parade that will enhance the area and benefit the community rather than go for the quick and easy option. The drive through will not enhance the area and will not provide any benefit to the community. Just because McDonalds will be able to offer employment on that site is not the overriding consideration. Other employers could be encouraged to invest in the area thereby providing employment opportunities. It is just completely the wrong place for a drive through.

These are generally found in out of town trading estates or roundabouts, not in a predominantly residential area. But for the North Circular which is a busy road, the site is surrounded by houses and flats. The smells being emitted from McDonalds 'restaurants' is strong, not to mention the additional traffic that it will bring to the area at all hours.

It is also proposed to situate the drive through behind a school building. I think this is unacceptable for a variety of reasons - encouraging children to eat unhealthily (whatever efforts McDonalds now makes to change its image, I cannot accept that fast food is healthy); endangering children by enticing them onto a very busy stretch of road; polluting the area with noxious smells. The proposed location is also opposite a primary school, so the above objections apply all the more.

I also think that given how congested this stretch of road is, which I use on a daily basis, the situation will only be made worse by cars having to slow down to enter the drive through then rejoin the road again. This stretch of the A406 is bad enough without adding to the problem.

The idea is wholly misconceived and one would hope those determining this application will see this and decline it

Yours faithfully,

NAME:

ADDRESS:

CONTACT DETAILS (EMAIL/PHONE):

DATE: