Witney Town Council

Planning Minutes - 7 May 2020

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4- 1 WTC/072/20 Plot Ref :-20/00986/ADV Type :- ADVERTISIN
Applicant Name :- MCDONALDS RESTAURANTS LTD Date Received :- 30/04/2020
Location :- DUCKLINGTON LANE Date Returned :- 11/05/2020
DUCKLINGTON IANE
WITNEY

Proposal : The installation of 5 digital freestanding signs and 1 digital booth screen, all internally illuminated.

Observations: Comments:

Witney Town Council requests more information before deciding

whether to object to the signs.

Air Quality:

Drive-Thu's attract and promote idling car engines, which reduce local air quality. This puts employees and car occupants at greatest risk, and employees, shoppers and pedestrians in the surrounding buildings and streets.

Will the signs a) promote engine switch-off between manoeuvres?
b) speed up the passage of traffic and queues through the drive-through in order to make the number of idling vehicles smaller?
Can the Town Council see plans and proposals to back up any such claims?

Interactivity:

The plans do not make clear whether or not customers can make orders from these digital signs. It's hard to imagine the signs speeding up a drive-through queue if there's no interactivity.

Energy Consumption and Green Energy - to mitigate Climate Change and facilitate Dark Skies:

In the above cases, or all things being equal - if they are just signs, with no improvement to engine idling, air quality or queue congestion out to Ducklington Lane, what is the energy consumption plan?

- a) can they be carbon-neutral?
- b) will they switch off outside trading hours to conserve energy and dark skies?

The Town Council would like to see a consideration of the carbon footprint and offsetting measures for the proposed electric signs.

| The Meeting closed at : | | |
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| Signed : | Chairman | Date: |
| On behalf of :- | Witney Town Council | |