

Dear Sir/Madam

Please record this email as my objection to the building of a 24 hour McDonalds Drive-Thru at the Plas Coch Retail Park in Wrexham on the following grounds:

Traffic

Congestion around the area is already a problem and will likely return to pre-pandemic levels in the near future. A further increase would see the roads gridlocked for longer or more frequently which residents already have to deal with.

Environmental Impact

The environmental impact for residents comes in three areas

1. Air Quality
2. Litter
3. Noise/Light pollution

Air quality in the area would be adversely affected with the increase in traffic that the site would potentially generate and from idling vehicles while queuing/waiting for orders to be processed. A [study](#) conducted in 2020 by Dr Anitha Chinnaswamy at Coventry University found that air pollution levels around Drive-Thru's often exceeded legal limits. This seems to go against the Welsh Assembly Government's drive to improve air quality in Welsh communities. The speed restriction on the A484 between junction 5 and 6 was put in place with the aim to reduce NO2 levels and improve air quality. This corridor starts less than 200 metres away from the proposed location and it would seem counter-productive to work towards improving air quality through traffic management to then worsen it by granting planning permission for an outlet which encourages car use and will result in more pollution being generated.

Littering in the area would increase either through apathy or deliberate action of users of the drive through. This is currently an issue being experienced by Flintshire up to several miles from the Drive-Thru's that they have. While this is also a matter of personal responsibility for those who use their services, it will be residents who will have the wrappers and bags strewn along the nearby roadsides, in hedges and blown into their gardens.

The increase in traffic would also bring an increased noise level to the area, with younger drivers who are the more likely customers for a 24 hour Drive-Thru being prone to disregard acceptable noise levels, especially at night. An illuminated sign would be detrimental to the residents on the Mold Road side of the housing estate with the increase in light pollution.

Potential for increase in Anti-Social behaviour

Outlets that operate 24 hours are prone to attracting social behaviour. There are numerous articles available online which outline the increase that police see in calls regarding anti social behaviour and public nuisance offenses when these venues are in operation. We, as far as I am aware, do not experience much, if any of these issues at the moment beyond rare incidents related to football matches and I would not like for police resources to be diverted from other more serious matters in order to deal with them.

Impact on housing market

Research into the effect of different retailers locations in relation to housing prices finds there is an average drop of 25% if a McDonalds (Drive-Thru or otherwise) is within a short distance of the property in question. This would impact not just residents of the area but any person who has purchased a house in the area as an investment. While there are multiple factors in play which could explain such sharp decreases, I know I would not view it as a positive when purchasing in the area.

Aesthetics

Finally, as the area is the 'Gateway to Wrexham' where funds have recently been allocated to help improve the conditions (functionally and visually) of housing in the area, having it be the first building a visitor would see (including a glowing yellow sign) sets the wrong tone for the area and the town itself.

In Summary

The only beneficiary of planning permission being granted in this case would be a multinational corporation. Not the people of Wrexham or those who would have to deal with the issues I have outlined.

We already have a McDonalds approximately a mile from the proposed location, with parking facilities in easy walking distance. It also provides delivery via the likes of JustEat, WrexamEats and UberEats. The reported comments made by the surveyor acting on behalf of McDonalds, that sufficient numbers of people make a 16 mile round trip just for a burger is ludicrous in justifying the building of this venue in its proposed location.

Please consider the wellbeing and wishes of local residents (as the Council have done) by rejecting planning permission for this venue.

Regards,
Christopher Evans