

28 April 2022

Planning Committee  
Lowestoft Town Council  
Hamilton House  
Battery Green Road  
Lowestoft  
NR32 1DE

Dear Planning Committee members

**DC/22/1328/ADI - 243 London Road South - Illuminated Acrylic advertisement.**

**DC/22/1395/FUL - Land South Of Leisure Way - Hybrid Application. Erection of a freestanding restaurant with drive-thru facility, car parking, landscaping and associated works, including Customer Order Displays (COD) and Play Frame (Class E/Sui Generis). (ii) Outline Planning Application (All Matters Reserved) - Installation of 8 EV Charging Bays with associated infrastructure.**

**DC/22/1378/ADI - Land At Leisure Way - Illuminated Advertisement Consent - Various site signage including 4 no. freestanding signs, 1 no. playland sign, 1 no. banner sign and 28 no. DOT signs**

**DC/22/1372/ADI - Land At Leisure Way - Illuminated Advertisement Consent - Installation of 6 no. fascia signs, 3 no. booth lettering signs and 1 no. 15" digital booth screen**

**DC/22/1377/ADI - Land At Leisure Way - Illuminated Advertisement Consent - Installation of a freestanding totem sign**

I wish to comment in support of the above applications, all due to be considered at your Planning Committee meeting next Tuesday 3 May 2022.

I am encouraged that a company like McDonalds, having already heavily invested in both Pakefield and Kirkley, is now seeking to expand in the North of Lowestoft. It must be music to the ears of a lot of the residents North of the Bascule Bridge and is testament to how highly regarded Lowestoft is as a worthy place to further invest in your business. Not only will it create multiple employment opportunities but reflects the growing optimism in Lowestoft as an up-and-coming place to invest. McDonalds don't build their restaurants in areas where their business model will fail. And Lowestoft is a big town with the North poorly served with International fast-food outlets.

Of course, there are the usual arguments against fast food and obesity but just like those against smokers and consumers of alcohol, it's a matter of personal choice what people choose to spend their money on. If alcohol is freely available in pubs and supermarkets and tobacco products freely available with retailers then why can't fast food be freely available at outlets such as McDonalds? It's a matter of personal choice what we choose to pump into our bodies after all.

I would be grateful if my personal details could be redacted.