

Agenda Item A9	Committee Date 31st May 2016	Application Number 16/00469/ADV
Application Site McDonalds Restaurant Morecambe Road Morecambe Lancashire		Proposal Advertisement application for the display of one internally illuminated rotating single 3-sided unit, relocation of two and display of two new internally illuminated rotating double 3-sided units, relocation of one internally illuminated welcome sign and display of a non-illuminated directional sign
Name of Applicant McDonald's Restaurants Ltd		Name of Agent Mrs Sarah Carpenter
Decision Target Date 6 June 2016		Reason For Delay None
Case Officer		Mr Andrew Clement
Departure		No
Summary of Recommendation		Approval

(i) **Procedural Matters**

This form of development would normally be dealt with under the Scheme of Delegation. However, the land in question is in the ownership of Lancaster City Council, and as such the application must be determined by the Planning Committee.

1.0 The Site and its Surroundings

1.1 The application site is located to the south of the A589 Morecambe Road close to Lancaster and Morecambe College. The site currently lies on the edge of a major highway improvement construction site associated with The Bay Gateway. The grass verge fronting the site has been re-profiled and the site access has been re-location from the centre of the frontage to northern end of the site. The layout of the access and car parking area have been re-arranged, with an increased outdoor dining area and reduced parking provision from a total of 36 car parking spaces prior to the highway improvement to 27 spaces provided as existing.

1.2 The site lies close to residential properties at Stanhope Court, Hadrian Road and Morecambe Road. The closest properties to the site are located immediate across Morecambe Road, approx. 40m from the car park and 80m from the restaurant. The playing fields to Morecambe Road School lie immediately to the west.

2.0 The Proposal

2.1 The application seeks advertisement consent for the display of one internally illuminated rotating single 3-sided unit, relocation of two and display of two new internally illuminated rotating double 3-sided units, relocation of one internally illuminated welcome sign and display of a non-illuminated directional sign. The rotating signage and welcome sign all measure 1.9 metres tall, and direction sign measure 0.7 metres wide by 1 metre tall. The welcome sign has already been relocated to the new access route and is applied for retrospectively. All other signage will be located to the south-east corner of the site, at the back of the restaurant building around the proposed split drive-thru lane

concurrently applied for through 16/00468/FUL. In addition, the existing vehicle height restrictor proposes to extend across both drive-thru split lanes, and replace the existing customer order display unit with two new units, measuring 2.1 metres tall.

3.0 Site History

3.1 The site has a long planning history dating back to 1995 with approval for the restaurant under 95/00994/FUL. The building has been previously extended through permission 97/00719/FUL, with the drive through approved a variation of condition 13/00333/VCN. Related advertisement consent have been granted over the years.

Application Number	Proposal	Decision
08/01176/ADV	Installation of various replacement and new signs in line with refurbishment including 4 replacement roof fascia signs, 1 new height restrictor, 4 replacement freestanding signs, 2 new banners and 1 customer order display	Refused
08/01427/ADV	Erection of replacement signage including 3 roof fascias, 4 freestanding signs and 1 customer order display sign	Permitted
15/01582/ADV	Advertisement application for the display of an internally illuminated 6.45 metre pole sign	Permitted
16/00001/BRECON	Breach of condition of site management plan (as per condition 5 of 13/00333/VCN re delivery hours and litter picks, and condition 3 re deliveries)	Pending Consideration
16/00468/FUL	Erection of single storey extension to all elevations, reconfiguration of car park and drive-thru	Pending Consideration
16/00470/ADV	Advertisement application for the display of four internally illuminated 'M' logo signs, the display of one and relocation of two internally illuminated 'McDonald's' lettering signs	Pending Consideration

4.0 Consultation Responses

4.1 The following responses have been received from statutory and non-statutory consultees:

Consultee	Response
County Highways	No objection subject to a condition regarding signage luminance

5.0 Neighbour Representations

5.1 The advertisement application has raised no individual objections - however some of the 26 objections to the concurrent planning application 16/00468/FUL objected to signage, in particular regarding light pollution and concentration of signage deteriorating the residential appearance of the area.

6.0 Principal National and Development Plan Policies

6.1 National Planning Policy Framework (NPPF)
The National Planning Policy Framework indicates that the purpose of the planning system is to contribute to the achievement of sustainable development. At the heart of the NPPF is a presumption in favour of sustainable development (**paragraph 14**). The following paragraphs of the NPPF are relevant to the determination of this proposal:

Paragraph 17. Core planning principles
Section 7. Requiring Good Design

Development Management DPD
DM6: Advertisements

DM35: Key Design Principles

Lancaster District Core Strategy – saved policies

SC5 (Achieving Quality in Design)

SPG7 (Advertisements and shop fronts design guide)

7.0 Comment and Analysis

7.1 The key considerations arising from the advertisement proposal are:

- Amenity; and
- Highway safety.

7.2 Amenity

7.2.1 Through permission 08/01427/ADV, advertisement consent was granted for two internally illuminated rotating double 3-sided units, two internally illuminated rotating single 3-sided units, one customer order display unit and a 'goalpost' vehicle height restrictor across the single drive-thru lane. To facilitate the split and doubling of drive-thru ordering points applied for through concurrent application 16/00468/FUL, the application seeks consent to relocate the above signage, doubling the number of internally illuminated rotating double 3-sided units to four in total, replacing the existing customer order display unit with two new units, and extending the 'goalpost' vehicle height restrictor across both lanes. As part of the application, only one of the previously permitted two internally illuminated rotating single 3-sided units will be retained in a new location, and a new lane-split directional sign will be installed.

7.2.2 Despite the relocation of signage, with the exception of the welcome sign, all proposed signage will remain in the same area of the site, behind the main restaurant building to the south-east drive-thru area of the site. This area is visually contained by the main restaurant building to the north-west, large conifer trees to the south-west, and topography at a lower elevation to the adjacent public highway. The relocations and additional signage reflect the addition of an extra drive-thru ordering point, and are not considered excessive to facilitate this proposed extended drive-thru area. The relocated welcome sign is considered appropriate considering the new access point to the site approved through the recent highway junction alterations to facilitate The Bay Gateway.

7.2.3 Considered the proposed expansion of the restaurant building and additional drive-thru lane applied for through application 16/00468/FUL, the proposed advertisements are considered proportionate to facilitate the proposed developments. The context of the area has recently been altered due to the construction of a major new highway junction linking Morecambe Road to The Bay Gateway, with additional lanes and traffic lights. Given this change in nature to the site and wider area, it is not considered that the additional signage will have a detrimental impact upon the amenity of the area, and the proposal is consistent with policy DM6, DM35 and NPPF Section 7.

7.2.4 The standard time limit for advertisement consents is 5 years. The current application does not specify a time limit for the advertisements, and it is considered that the scheme should align with standard advertisement conditions. To prevent unnecessary illumination and lighting in this area, the illumination of signage should be restricted to the opening hours of the premises, similar to the previously approved pole sign through permission 15/01582/ADV.

7.3 Highway safety

7.3.1 The proposal has raised no objection from the Highway Authority but a condition to control the level of illumination has been suggested, which is considered appropriate.

8.0 Planning Obligations

8.1 There are no planning obligations to consider as part of this application.

9.0 Conclusions

9.1 The area surrounding the application site has been altered through the construction of the new

junction linking Morecambe Road to The Bay Gateway, with additional traffic lanes and traffic lights increasing the surrounding built form. A concurrent application for developments of an extended building and additional drive-thru lane would increase the size of restaurant and drive-thru facilities at the site if approved, and the proposed advertisements are considered proportionate to this concurrent proposal. Although the application site is located in a residential area, the majority of proposed signage will be visually contained to the south-east of the site behind the restaurant building, and in the context of the new major road junction the proposal is considered to have no detrimental impact on the amenity of the area or highway safety, subject to conditions.

Recommendation

That Advertisement Consent **BE GRANTED** subject to the following conditions:

1. Standard Advertisement Timescale (5 years)
2. Advertisements to be carried out in accordance to approved plans
3. Advertisement Standard Condition Number 1
4. Advertisement Standard Condition Number 2
5. Advertisement Standard Condition Number 3
6. Advertisement Standard Condition Number 4
7. Advertisement Standard Condition Number 5
8. Illumination of the signage restricted to approved store opening hours
9. Limits of the luminance of signage

Article 35, Town and Country Planning (Development Management Procedure) (England) Order 2015

In accordance with the above legislation, Lancaster City Council has made the recommendation in a positive and proactive way to foster the delivery of sustainable development, working proactively with the applicant to secure development that improves the economic, social and environmental conditions of the area. The recommendation has been made having had regard to the impact of development, and in particular to the relevant policies contained in the Development Plan, as presented in full in the officer report, and to all relevant material planning considerations, including the National Planning Policy Framework, National Planning Practice Guidance and relevant Supplementary Planning Documents/ Guidance.

Human Rights Act

This recommendation has been reached after consideration of the provisions of The Human Rights Act. Unless otherwise stated in this report, the issues arising do not appear to be of such magnitude to override the responsibility of the City Council to regulate land use for the benefit of the community as a whole, in accordance with national law.

Background Papers

None