

Agenda Item	A10
Application Number	25/00392/ADV
Proposal	Advertisement application for 4 internally illuminated signs and 2 non-illuminated banner frame signs
Application site	Former Frankie And Benny's Hilmore Way Morecambe Lancashire
Applicant	McDonalds Restaurants Limited
Agent	Mr Henry Mackenzie
Case Officer	Mr Patrick Hopwood
Departure	No
Summary of Recommendation	Approval, subject to conditions

(i) Procedural Matters

This form of development would normally be dealt with under the Scheme of Delegation. However, as the landowner is Lancaster City Council, the application must be determined by the Planning Regulatory Committee.

1.0 Application Site and Setting

1.1 The site to which this application relates is the former Frankie & Benny's building off Central Drive, Morecambe. The building was originally constructed in the mid-1990s as a drive through Burger King takeaway, until Frankie & Benny's took over the site in 2008, removing the drive through and extending into the former drive through lanes. Frankie and Benny's vacated the site in 2020, and it has remained disused since then. The building is located on the corner of Hilmore Way and Central Drive, and shares an access point on Hilmore Way and car park with a gym and pizza takeaway who co-habit the former Blockbuster video shop. Hilmore Way also leads to Morrisons, Morrisons Petrol Station, B&M, Homebase and Next and their associated car parks, coach parking, and service areas.

1.2 The site is located within the Morecambe Area Action Plan (MAAP) and a Regeneration Priority Area. The cycle path to the west and south forms part of National Cycle Routes 69, 700, and the Way of the Roses, and is also designated as an existing cycle route under Policy T2.

2.0 Proposal

2.1 This application seeks advertisement consent for the display of 4 internally illuminated signs on the building and 2 non-illuminated freestanding banner frames. This advertisement consent application is connected to the Applicant's Option 2 scheme for planning permission.

3.0 Site History

- 3.1 A number of relevant applications relating to this site have previously been received by the Local Planning Authority. These include:

Application Number	Proposal	Decision
95/00530/FUL	Erection of a drive through takeaway restaurant and video shop	Approved
08/00836/FUL	Alterations and extensions to existing Burger King restaurant to form Frankie & Benny's restaurant with ancillary bar	Approved
22/01452/FUL	Change of use of existing restaurant (Class E) to mixed use unit comprising of restaurant and drive thru takeaway (sui generis), demolition of existing single storey extensions to side and rear, installation of external cladding and panelling and 2 new windows to the side, reconfiguration of car park to create drive-thru lane and associated landscaping	Withdrawn
23/00502/FUL	Change of use of existing restaurant (Class E) to mixed use unit comprising of restaurant and drive thru takeaway (sui generis), demolition of existing single storey extensions to side and rear, installation of external cladding and panelling and 2 new windows to the side, reconfiguration of car park to create drive-thru lane and associated landscaping	Approved

4.0 Consultation Responses

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

Consultee	Response
Town Council	No response received.
County Highways	No objection , subject to condition controlling illumination.
Property Services	No response received.

5.0 Analysis

- 5.1 The key considerations in the assessment of this advertisement application are:
- Amenity
 - Public Safety
- 5.2 Amenity (NPPF Chapter 12 (Achieving well-designed places); Policies DM21 (Advertisements and Shopfronts), DM29 (Key Design Principles), MAAP AS2 (Improve the Condition of Buildings and Encourage Beneficial Occupancy) and MAAP AS9 (Edge of Centre Retail Park))
- 5.2.1 The application relates to new building signage to reflect the branding of the proposed occupier. The signage positions will be similar to those used by the previous occupier of the building. The banner frames are to hold temporary promotional advertisements and are being introduced to manage the number of temporary banner signs displayed within the site. Given the commercial nature of the area, the proposed signage raises no adverse concerns in terms of visual amenity. The area is already well lit, and as such the proposed method of illumination is acceptable. There would be no adverse impact on residential amenity from the proposed signage in this location. Overall, the proposal is acceptable in terms of amenity.
- 5.3 Public Safety (NPPF Chapters 9 (Promoting Sustainable Transport) and 12 (Achieving well-designed places); Policies DM21 (Advertisements and Shopfronts), DM29 (Key Design Principles), DM60 (Enhancing Accessibility and Transport Linkages Policy), DM61 (Prioritising Walking and

Cycling), T2 (Developing the Cycling and Walking Network) and MAAP AS3 (Improve Key Routes and Spaces for Pedestrians and Cyclists))

- 5.3.1 County Highways have raised no objection, and the proposed signage raises no concerns in terms of danger or distraction to motorists. The banner frame positions do not conflict with proposals by Lancashire County Council and Sustrans to deliver future improvements to the cycleway. Overall, the proposal would not hamper any planned future upgrades to the cycle network and is acceptable in terms of public safety.

6.0 Conclusion and Planning Balance

- 6.1 The proposal is acceptable in terms of both amenity and public safety, and is therefore recommended for approval.

Recommendation

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

Condition no.	Description	Type
1	Standard Advertisement Timescale	Control
2	Approved Plans	Control
3-8	Advertisement Standard Conditions	Control
9	Luminance of Advertisements	Control
10	Highways Condition	Control

Background Papers

None