

<b>Agenda Item</b>	A11
<b>Application Number</b>	25/00391/ADV
<b>Proposal</b>	Advertisement application for an internally illuminated totem sign
<b>Application site</b>	Former Frankie And Benny's Hilmore Way Morecambe Lancashire
<b>Applicant</b>	McDonalds Restaurants Limited
<b>Agent</b>	Mr Henry Mackenzie
<b>Case Officer</b>	Mr Patrick Hopwood
<b>Departure</b>	No
<b>Summary of Recommendation</b>	Approve with conditions

**(i) Procedural Matters**

Advertisement applications would normally be considered and determined under the Council's 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 located off Central Drive, Morecambe. The building was originally constructed in the mid-1990s as a drive through Burger King takeaway. Frankie & Benny's took over the site in 2008, removing the drive through and extending the building to provide a larger restaurant. 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. The site shares an access point on Hilmore Way serving a 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, The Range 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 is within 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 (as amended) seeks advertisement consent for the display of an internally illuminated totem sign, measuring 6m in height comprising of a double-sided moulded acrylic face panel mounted on a pole.

### 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
25/00314/FUL	External alterations including replacement doors and glazing, installation of plant and equipment, demolition of existing bin store, creation of bin store corral area, erection of fencing, changes to car parking layout, landscaping, and associated works	Approved
25/00316/FUL	Erection of single storey extensions, external alterations including replacement doors and glazing, installation of plant and equipment, demolition of existing bin store, creation of bin store corral area, erection of fencing, changes to car parking layout, landscaping, and associated works	Approved
25/00390/ADV	Advertisement application for 4 internally illuminated signs and 2 non-illuminated banner frame signs	Approved
25/00392/ADV	Advertisement application for 4 internally illuminated signs and 2 non-illuminated banner frame signs	Approved

### 4.0 Consultation Responses

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

Consultee	Response
Morecambe Town Council	<b>Objection to 12-metre-high totem</b> (The Town Council have been re-consulted on the amended scheme in May 2025 and any observations will be reported to the Planning Committee).  Disproportionate to surroundings and raises a number of planning, public health, visual amenity and regeneration concerns.
County Highways	<b>No objection</b> to amended proposals, 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 a replacement totem pole sign to reflect the branding of the proposed occupier. Originally, it was proposed that the totem would be 12 metres in height, approximately double the height of the existing totem frame and the Morrisons totem. This would have been out of character with the area and would have dominated views along Central Drive. The proposal has been amended with the height reduced to 6 metres and revised design. Given the presence of the existing totem pole sign and a totem sign for Morrisons supermarket nearby, both of similar height, and the commercial nature of the area, the revised 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 impact on residential amenity from the proposed signage in this location. Overall, the amended proposal is acceptable in terms of amenity and conforms with the policies listed above.

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 The original proposal indicated that the placement of the totem sign would conflict with proposals by Lancashire County Council and Sustrans to deliver improvements to the cycleway. The amended plans now show the sign relocated outside of the land required to deliver the cycleway improvements and can be accepted.

5.3.2 The location, scale, design and form of illumination of the proposed advertisement is considered acceptable and raises no concerns in terms of danger or distraction to motorists. County Highways have raised no objection to the proposed advertisement.

5.3.3 Subject to the imposition of conditions to regulate the illumination and condition of the advertisement, and a condition to secure approval of the amended plans, the revised totem sign would not hamper any planned future upgrades to the cycle network nor impact highway safety. It is therefore acceptable in terms of public safety and conforms with the relevant policies listed above.

## **6.0 Conclusion and Planning Balance**

6.1 The amended proposal based on 6 metres is acceptable in terms of both amenity and public safety, and is therefore recommended for approval subject to the conditions noted below.

### **Recommendation**

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

Condition no.	Description	Type
1	Standard Advertisement Timescale	Control
2	Amended Plans	Control
3	Advertisement Standard Condition 1 (landowner permission)	Control
4	Advertisement Standard Condition 2 (public safety)	Control
5	Advertisement Standard Condition 3 (maintenance)	Control
6	Advertisement Standard Condition 4 (structure maintenance)	Control
7	Advertisement Standard Condition 5 (site restoration)	Control
8	Removal of Existing Advertisements	Control

9	Luminance of Advertisements	Control
10	Highways Condition	Control

## Background Papers

None