



Morecambe Town Council
Morecambe Town Hall
Marine Road
Morecambe
LA4 5AF.

Contact: David Croxall
Telephone: 01524 422929
Email: clerk@morecambe.gov.uk
Our Ref:
Your Ref:

Mr A. Dobson,
Head of Regeneration and Policy,
Lancaster City Council,
Town Hall
Morecambe,
LA4 5AF

22nd January

Dear Mr Dobson,

Re: 15/01581/ADV and 15/01582/ADV - Advertisement applications for the display of an internally illuminated signs - McDonalds Restaurant, Morecambe Road, Morecambe

The Town Council have considered the above applications and objects to the applications on behalf of the local community on the following basis:

- (a) the two signs are too large and inappropriate for a residential area and would create unnecessary intractiveness to the neighbouring properties and amenities;
- (b) the two signs are close to the highway and could lead to road safety issues as the signs could distract drivers in an area where they would be a very busy junction following completion of the Heysham M6 Link road and which is also in close proximity to a much used pelican crossing;
- (c) the two signs would increase conflict of interest within the area following the completion of the forthcoming new road layout; and
- (d) McDonald's had a previous history of not complying with previous planning conditions to the detriment of nearby residents, i.e.
 - The time limit for receipt of deliveries in the morning had been set at 7.00a.m. although residents observe delivery regularly arriving at 5.00 a.m. and parking outside with engines running;
 - The regular litter cleans around the premises appear to be only undertaken when residents intervene, rather than McDonald's undertaking these as required by the original conditions; and
 - The bollards at the entrance/exits as required by the original planning permission do not appear to have been provided by McDonalds.

The Town Council would request that this application be considered by the Council's Planning and Highways Regulatory Committee given the nature of McDonald's disrespectful actions towards the local community in contravention of planning legislation.

The Council have also instructed me to attend the meeting of the Planning and Highways Regulatory Committee and make these observations directly to the Committee. Please could you confirm in due course the meeting at which this will be considered, to allow me the opportunity to register my wish to attend and speak on behalf of the Town Council.

On behalf of the Town Council I look forward to your confirmation that this matter and these comments/objections will be considered by the City Council's Planning Committee in due course.

Yours sincerely,

A handwritten signature in black ink, appearing to read "David Croxall". The signature is written in a cursive style with a large initial 'D' and 'C'.

David Croxall
Town Clerk