

Application Number:	2014/0503	Application Type:	Advertisement
Proposal:	Un-illuminated V-shaped post-mounted entrance sign (Retrospective)	Location:	Belmont School, Haslingden Road, Rawtenstall
Report of:	Planning Unit Manager	Status:	For publication
Report to:	Development Control Committee	Date:	29 January 2015
Applicant:	Acorn Care & Education	Determination Expiry Date:	23 January 2015
Agent:	National Signs Ltd		

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REASON FOR REPORTING	
Outside Officer Scheme of Delegation	
Member Call-In Name of Member: Reason for Call-In:	
3 or more objections received	Yes
Other (please state):	

HUMAN RIGHTS

The relevant provisions of the Human Rights Act 1998 and the European Convention on Human Rights have been taken into account in the preparation of this report, particularly the implications arising from the following rights:-

Article 8

The right to respect for private and family life, home and correspondence.

Article 1 of Protocol 1

The right of peaceful enjoyment of possessions and protection of property.

1. **RECOMMENDATION**

That Committee grant advertisement consent for the reasons set out in Section 9.

2. **SITE**

The application relates to a School located on the N side of Haslingden Road, immediately adjacent to Oaklands Drive. Its drive is sloping and adjoins the highway at an angle. The frontage is bounded by 1+m high stone walls.

Until recently to the east side of the drive, visible above the frontage wall, was a V-shaped post-mounted entrance sign, bearing gold lettering on a blue background.

3. RELEVANT PLANNING HISTORY

None.

4. PROPOSAL

The applicant seeks consent to regularise the un-illuminated V-shaped post-mounted entrance sign recently erected, which comprises of 2 boards, each 1.3m high x 1.9m wide, combining red lettering on a white background and white lettering on a green background.

5. POLICY CONTEXT

National

National Planning Policy Framework (2012)

Section 7 Requiring Good Design

Development Plan Policies

Rossendale Core Strategy DPD (2011)

Policy 1 General Development Locations and Principles

Policy 23 Promoting High Quality Design & Spaces

Policy 24 Planning Application Requirements

Other Material Considerations

National Planning Practice Guidance

6. CONSULTATION RESPONSES

LCC (Highways)

No objection to the proposal.

The sign is located within the site and is of no detriment to highway safety.

7. NOTIFICATION RESPONSES

The application has been publicised by way of a site notice posted on 21/12/14 and neighbours were notified by letter on 27/11/14.

The following comments have been received:

194 Haslingden Road

Object.

My grounds for this objection are as follows:

- The sign completely dominates the view from the front of our house, in a way which we find objectionable and unnecessary. The size, design and colour formation make it extremely obtrusive and is the only thing that we see out of our lounge window. I find this an invasion of our privacy, which was not the case with the previous sign.
- The sign is garish and completely out of keeping with everything else on Haslingden Road. All other signage is coloured in muted, traditional colours, whilst this sign, in stark white, red and lime green, is completely out of step with the weathered stonework which makes up the majority of the buildings along the length of the road.
- The sign does not sit at ease with the landscape and its surroundings.
- The visual impact from the colouring and material has a substantial detrimental effect on the character of the surrounding neighbourhood.
- The dimensions of the sign are not as stated in the planning application and diagrams they are larger than that described.
- The school does not require an advertisement this large as this is a referral school and not mainstream. The taxi's, that number 40 plus each day, who deliver the students to

school do not require a sign telling them where the school is as these are all long-term contracts with local councils.

196 Haslingden Road

I believe the application should be rejected on the following grounds :

The sign is far larger than is necessary to advertise the existence of the school. It is relevant to this application that the school does not need to advertise its presence because all its pupils are referrals from Local Authorities - it is not a private school that could argue it needs to attract fee paying students.

The sign is far larger than the one it replaced, does not fit in with the local residential environment and is visually intrusive when viewed from houses in the vicinity.

The size and colours used create a disproportionate impact on the landscape

I also believe that a sign this large could cause distraction for motorists using Haslingden Road and as such present a safety hazard.

Torwood House, Haslingden Road

Object to such a huge, double sided, bright white sign which replaced the adequate, smaller and (from what I remember) subtle coloured previous sign.

8. ASSESSMENT

The main considerations of the application are:

- 1) Public Amenity and
- 2) Public Safety

Public Amenity

Paragraph 67 of the NPPF states:

“Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority’s detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.”

The sign for which consent is now sought is somewhat larger and more prominent than the sign it has replaced. However, I do not consider that it causes any significant harm to the character of the area. This view is arrived at having regard to the NPPF considerations.

Public Safety

The Highway Authority has not raised an objection to the scheme. I do not consider this signage to compromise public safety.

9. SUMMARY REASON FOR APPROVAL

The signage for which consent is sought will not unduly affect amenity and public safety. It is considered that the proposal accords with Section 7 of the NPPF, and Policies 1/23 and 24 of the Rossendale Borough Council adopted Core Strategy DPD (2011).

10. RECOMMENDATION

That the application be approved without conditions.