

Application Number:	2022/0112	Application Type:	Advertisement Consent
Proposal:	Advertisement Certificate: Permanent illuminated signage installed to front and rear of building consisting of charity logo (retrospective).	Location:	Woodlea Mission Tenterfield Street Waterfoot Rossendale Lancashire BB4 7BA
Report of:	Planning Manager	Status:	For Publication
Report to:	Development Control Committee	Date:	26.07.2022
Applicant:	Mr N Shepherd	Determination Expiry Date:	29.07.2022 (time extension added)
Agent:			

Contact Officer:	Chris Dobson	Telephone:	01706 238639
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REASON FOR REPORTING	
Outside Officer Scheme of Delegation	
Member Call-In Name of Member: Reason for Call-In:	Cllr Sean Serridge An illuminated sign on a residential street is inappropriate development. I have no objection to the illuminated sign at the back of the building overlooking the car park on Millar Barn Lane.
3 or more objections received	
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

Approve with Conditions

2. SITE

Due to the topography of the site, the application building is single storey when viewed from the front elevation and two storey to the rear. The front elevation is set back slightly from Tenterfield Street with a small section to the east of the main entrance extended to sit flush with the pavement. The front elevation is constructed from stone with black upvc windows and door in place. To the rear, the property is constructed from red facing brickwork with tan coloured upvc windows. The property sits at a higher elevation to Miller Barn Lane and a car park serving local businesses.

The property operates as a youth charity and is accessed from the A681 Bacup Road via Townsend Street. Its location is mainly residential in nature with rows of terraced properties sitting opposite on Tenterfield Street. The property is located within the urban boundary.

3. RELEVANT PLANNING HISTORY

2013/0300 - Erection of new entrance porch and extension to existing toilets on the front (north east) elevation of Woodlea Mission Hall - **Approved**

4. PROPOSAL

The applicant seeks retrospective advertisement consent for the installation of two illuminated advertisements placed on the building to advertise the youth charity that occupies it. The signs are constructed from Foamex back trays with acrylic faces.

One sign is located on the side elevation of the front extension positioned next to the main entrance to the property. This is a backlit white LED lettered sign containing eight characters including larger brackets at the beginning and end. The sign is 0.54m in height and 1.34m in length. The second advertisement is of the same design and construction and is located on the rear elevation of the property. This sign is 0.69m in height and 1.7m in length.

Both adverts are proposed to be lit to an illumination level of 250 cd/m², with the submitted documents stating an intention for the signs to be illuminated in the evenings and weekends up to 9pm. The signage is shown below:



Figure 1 - Front Elevation



Figure 2 - Rear Elevation

5. POLICY CONTEXT

National

National Planning Policy Framework

Section 6 Building a Strong Competitive Economy

Section 12 Achieving Well-Designed Spaces

Development Plan Policies

Local Plan

SS: Spatial Strategy

SD1: Presumption in Favour of Sustainable Development

ENV1: High Quality Development in the Borough

Other Material Considerations

Planning Practice Guidance (Advertisements)

T&CP (Control of Advertisements) (England) Regulations 2007

National Design Guide

6. CONSULTATION RESPONSES

LCC Highways – No objection

RBC Environmental Health – No objection

7. REPRESENTATIONS

A site notice was posted and neighbour letters were sent out.

No comments have been received.

8. ASSESSMENT

In terms of advertisement consent the Framework states:

‘Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts’ (paragraph 136).

1) Amenity

The building in question is not a Listed Building, nor is it within a Conservation Area.

While it is accepted that the sign to the front elevation is located on a street mainly consisting of residential properties, the sign is positioned on a side elevation of the projecting extension and does not therefore directly face any residential properties. The proposed signs on both elevations are internally lit and are moderate in terms of their scale and are not considered to result in incongruous additions to the building.

As part of the application process, the Council’s environmental health team were consulted to provide comments and they have confirmed they have no objection in regards to the advertisements impact on the amenity of residents nearby. They advise that the condition proposed by LCC Highways relating to the levels of illumination is sufficient to have a positive effect on reducing the potential for nuisance. The condition referred to has been added to the relevant section below.

It is not considered that the proposed signage detracts unacceptably from the appearance of the host building or from the character of the area and will not impact upon the amenity of surrounding neighbours to a significant enough level to warrant the application being refused.

2) Public Safety

There is no reason to consider that the current sign poses a risk to public safety or causes a distraction to motorists. There has been no objection from the Local Highway Authority.

9. RECOMMENDATION

Approve with conditions

10. CONDITIONS

- 1) The development hereby consented to shall be carried out in accordance with the following documents and drawings, unless otherwise required by the conditions below:

Submitted Application Form signed and dated 1st March 2022.
Site Location Plan submitted 1st March 2022
Proposed Plans and Elevations Drawings Ref WM-P1 received 5th April 2022.
Proposed Sign – Front drawing received 1st March 2022
Proposed Sign – Rear drawing received 1st March 2022

Reason: For the avoidance of doubt.

- 2) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: To accord with Regulation 14(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) and for the purposes of amenity.

- 3) No advertisement shall be sited or displayed so as to:

- (a) Endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- (b) Obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
- (c) Hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Reason: To accord with Regulation 14(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) and for the purposes of public safety.

- 4) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: To accord with Regulation 14(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) and for the purposes of amenity.

- 5) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Reason: To accord with Regulation 14(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) and for the purposes of public safety.

6) Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: To accord with Regulation 14(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) and for the purposes of amenity and public safety.

7) Any illuminated advertisement shall be designed so that: -

- No part of the source of the illumination shall at any time be directly visible to users of adjacent adopted highway.
- Static illumination is provided, and the sign shall not feature intermittent or flashing lights.
- The level of illuminance shall not exceed the maximum level stated within the approved documents listed in Condition 1.
- Moving features are not provided.

Reason: In the interest of highway safety to avoid glare, dazzle, or distraction to passing highway users.

8) The advertisement(s) hereby granted consent shall only be illuminated between the hours of 1600 and 2100 hours 7 days per week.

Reason: In the interests of the amenities of local residents.