

<b>Application Number:</b>	2023/0508	<b>Application Type:</b>	Advertisement Consent
<b>Proposal:</b>	Advertisement Consent: Monolith to advertise the companies that are based around Futures Park Village	<b>Location:</b>	Futures Park Newchurch Road Bacup
<b>Report of:</b>	Head of Planning and Building Control	<b>Status:</b>	For Publication
<b>Report to:</b>	Development Control Committee	<b>Date:</b>	16.01.2024
<b>Applicant:</b>	Megan Eastwood Rosendale Borough Council	<b>Determination Expiry Date:</b>	04.01.2024 EOT agreed to 19.01.2023
<b>Agent:</b>			

<b>Contact Officer:</b>	<b>Claire Bradley</b>	<b>Telephone:</b>	<b>01706 238636</b>
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<b>REASON FOR REPORTING</b>	
<b>Outside Officer Scheme of Delegation</b>	No
<b>Member Call-In</b> Name of Member: Reason for Call-In:	No
<b>3 or more objections received</b>	No
<b>Other (please state):</b>	<b>Council application on Council owned land</b>

## 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 the application be approved subject to the conditions specified below.

### APPLICATION DETAILS

## 2. SITE

The application site is directly in front of Futures Park. Currently there is an existing sign which is faded.

The site is a grass verge between the footway adjacent to the A681 and the stone boundary wall denoting the boundary of Futures Park

The site is located within the urban boundary.

## 3. RELEVANT PLANNING APPLICATION HISTORY

2007/0127: Sign to display development ownership details. - Approved

2010/0256: Free standing galvanised sign – Approved

2020/0475: Temporary pole-mounted roadside sign advertising the proposed Bright Futures Early Learning Centre - Approved

## 4. PROPOSAL

This application seeks consent to erect an illuminated monolith sign to advertise the presence of the businesses within Futures Park Village.

The proposed sign is 4 metres in height with a width and depth of 1.1 metres. It will be black with white text.

The proposed materials are a powder coated steel box section for the main frame with 3mm powder coated aluminium exterior panelling and the protruding information panels being aluminium with acrylic face.

On the front of the sign, “Futures Park” will be formed in 50mm powder coated steel and will be LED halo lit from behind

The proposed lettering panels will be internally lit by LED illumination

## POLICY CONTEXT

### National Planning Policy Framework

Section 2 Achieving Sustainable Development  
Section 4 Decision Making  
Section 6 Building a Strong, Competitive Economy  
Section 12 Achieving Well Designed Places

## **Development Plan**

### **Local Plan Policies**

SS: Spatial Strategy

SD1: Presumption in Favour of Sustainable Development

SD2: Urban Boundary and Green Belt

ENV1: High Quality Development in the Borough

ENV6: Environmental Protection

### **Other material considerations**

National Planning Practice Guidance

## **5. CONSULTATION RESPONSES**

<b>Consultee</b>	<b>Response</b>
LCC Highways	No objection subject to conditions

## **6. REPRESENTATIONS**

To accord with the General Development Procedure Order a site notice was posted on 16.11.2023.

No comments have been received.

## **7. ASSESSMENT**

Paragraph 132 of the National Planning Policy Framework (NPPF) states that advertisements should be subject to control only in the interests of amenity and public safety.

National Guidance on advertisements is contained within the National Planning Policy Framework (the NPPF). Paragraph 67 states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. More generally, Paragraph 64 states that permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions.

### **Highways/Public Safety**

Lancashire County Council have advised that they consider the proposal to have a negligible impact on highway safety and capacity in the vicinity of the site. It is therefore considered that the proposal is acceptable on the grounds of Highway safety. However, conditions should be applied in respect of limits of the illuminance and any external light source, screened from the view of passing motorists.

As such, the proposed scheme is considered acceptable in terms of public safety.

## **Amenity**

Paragraph 130 of the Framework states decisions “*should ensure that developments:*

- a) *will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;*
- b) *are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;*
- c) *are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities).”*

Policies ENV1 of the Local Plan seek to ensure that the built environment is safeguarded and enhanced and proposals take into account design, lighting and materials.

The proposed signage would not result in visual cluttering, is considered appropriate to the context of the site and will relate directly to the surrounding businesses.

The signage is appropriately designed, is not excessive in scale, and the proposed colours and materials will not appear overly incongruous in the street scene.

The monolith is considered acceptable at 4 metres in height, in the context of the site and its surroundings.

In conclusion, it is considered that the proposed advertisement is acceptable in terms of amenity.

It is therefore considered that it is in accordance with the requirements of Policies ENV1, of the Rossendale Local Plan and Section 12 of the NPPF.

## **8. CONCLUSION**

The signage for which consent is sought will not unduly affect amenity and public safety. The proposal accords with the National Planning Policy Framework and Rossendale Local Plan.

## **9. RECOMMENDATION**

That consent to display an advert is granted subject to the following 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:

Application form received 03.11.2023.

Location plan – FP Totempole sign location final received 23.11.2023.

Elevations Futures Park Monolith Final received 03.11.2023.

*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. The limits of the illuminance shall not exceed 600 candela per square metre.

*Reason: To avoid glare, dazzle or distraction to passing motorists.*

8. Any external source of lighting shall be effectively screened from the view of a driver on the adjoining public highway.

*Reason: To avoid glare, dazzle or distraction to passing motorists.*

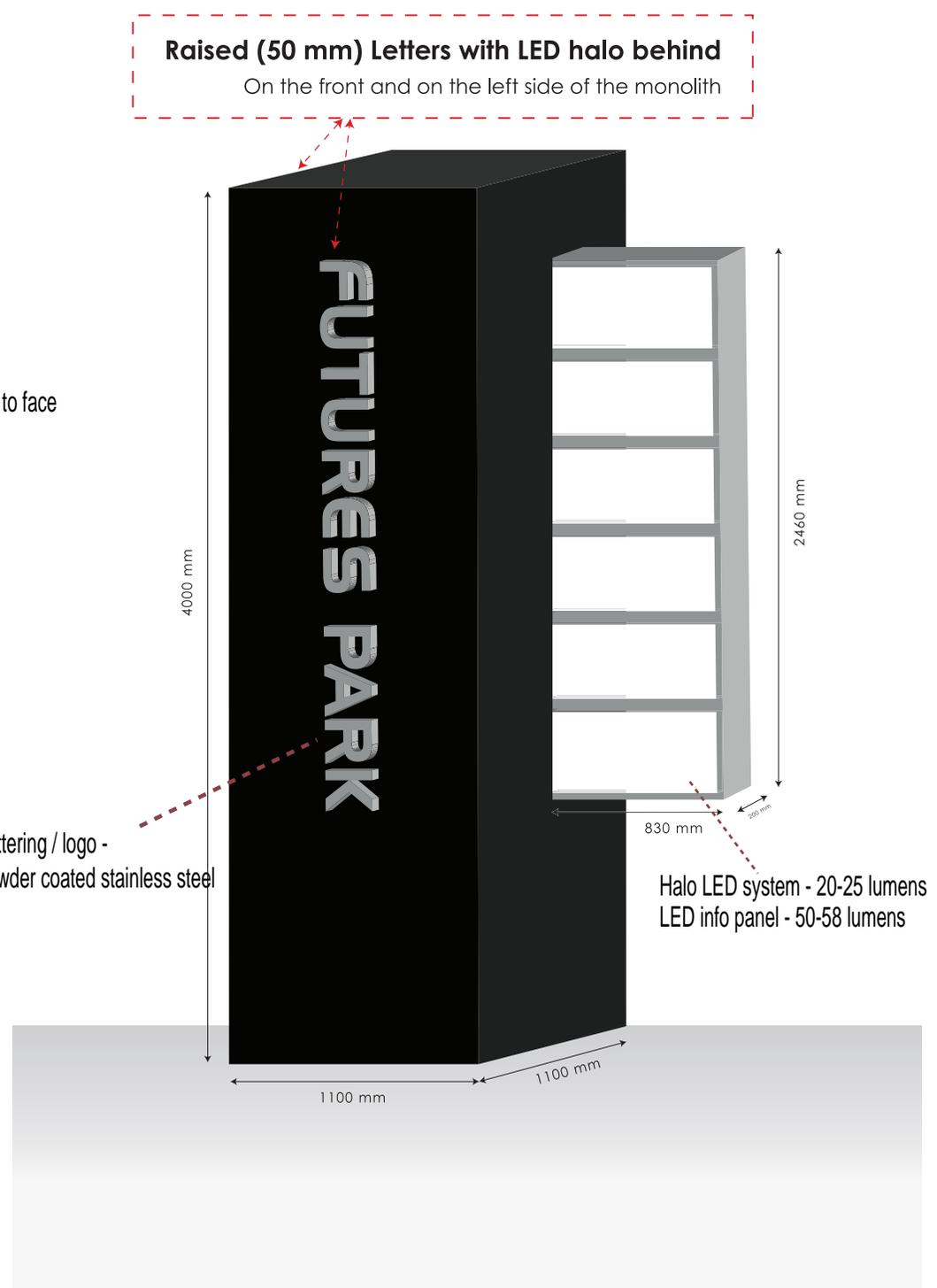
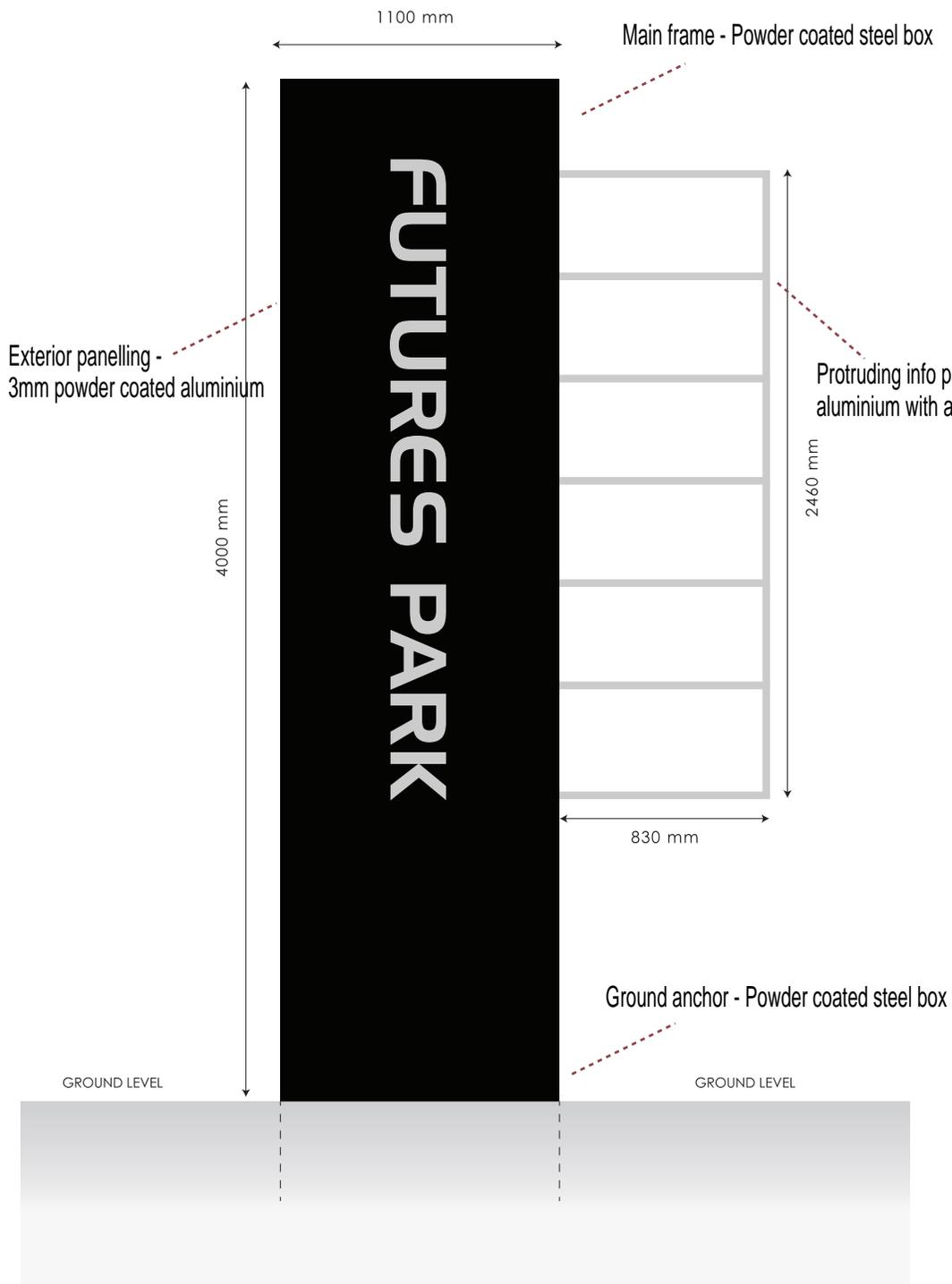
9. The level of illuminance shall not exceed the maximum level found within the Institution of Lighting Engineers (ILE) document PLG 5 Brightness of Illuminated Advertisements or its equivalent in any replacement guide;

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

## **11. INFORMATIVES**

1. The proposal complies with the development plan and would improve the economic, social and environmental conditions of the area. It therefore comprises sustainable development and the Local Planning Authority worked proactively and positively to issue the decision without delay. The Local Planning Authority has therefore implemented the requirement in Paragraph 38 of the National Planning Policy Framework.







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