

Application Number:	2026/0044	Application Type:	Advert Consent
Proposal:	Advert consent for the installation of Entrance sign x1; terms and conditions sign x9; information signage x1; and new rules apply sign x1 (non-illuminated).	Location:	Lidl Bacup Road Rawtenstall Rossendale Lancashire BB4 7NG
Report of:	Head of Planning and Building Control	Status:	For publication
Report to:	Development Control Committee	Date:	19 th May 2026
Applicant:	Lidl Great Britain Limited	Expiry Date:	22 nd May 2026

Contact Officer:	Claire Bradley	Telephone:	01706 238636
Email:	planning@rossendalebc.gov.uk		

REASON FOR REPORTING	
Outside Officer Scheme of Delegation	
Member Call-In Name of Member: Reason for Call-In:	
3 or more objections received	3 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

Approval subject to the conditions set out in in this report.

2. APPLICATION SITE

The application site is located off Bacup Road, Rawtenstall. The Lidl food store building is located to the south of the site, with the car park located to the north facing Bacup Road. Access to the site is taken from Markcross Street, to the east of the site.

The site is located adjacent to the Rawtenstall Conservation Area. The site is also located in Flood Zone 2, with the River Irwell located to the south of the site.

The site lies in the urban boundary of Rawtenstall and within its town centre. It is adjacent to, but not within, its conservation area.

3. RELEVANT PLANNING APPLICATION HISTORY

2026/0043: Full planning application for the erection of an ANPR CCTV camera on an existing lighting column. Pending

2021/0417: Variation of Condition 3 (extending the trading hours from 20:00 to 22:00) pursuant to Planning Approval 2007/0665 (which sought permission for the demolition of existing bus depot building and erection of a neighbourhood food retail unit with associated car parking)

2016/0382 - Erection of 1no freestanding illuminated pylon sign (7.5m high). Approved.

2011/0157 - Erection of 48-page colour billboard (6m x3m). Refused.

2007/665 - Demolition of existing Bus Depot Building and erection of a Neighbourhood Food Retail Unit with associated car parking. Approved with conditions and Section 106 Agreement on 27.04.2009

4. PROPOSAL

Advertisement Consent is sought for the erection of non-illuminated signage within the car park at Lidl, Bacup Road, Rawtenstall.

The signage includes 1 entrance sign, 9 terms and conditions signs, 1 information sign, and 1 'new rules apply' sign (all non-illuminated).

6. POLICY CONTEXT

National Planning Policy Framework

Section 2	Achieving sustainable development
Section 4	Decision-making
Section 6	Building a strong, competitive economy
Section 7	Ensuring the vitality of town centres
Section 8	Promoting healthy and safe communities
Section 9	Promoting sustainable transport

- Section 11 Making effective use of land
- Section 12 Achieving well-designed places
- Section 16 Conserving and enhancing the historic environment.

Development Plan

Local Plan Policies

- Strategic Policy SS: Spatial Strategy
- Strategic Policy SD1: Presumption in Favour of Sustainable Development
- Strategic Policy SD2: Urban Boundary and Green Belt
- Strategic Policy R1: Retail and Other Town Centre Uses
- Policy R3: Development and Change of Use in Town, District and Local Centres and Neighbourhood Parades
- Strategic Policy ENV1: High Quality Built Development
- Policy ENV2: Historic Environment
- Policy TR4: Parking

Other material considerations

- National Planning Practice Guidance
- National Design Guide (2019)
- RBC Climate Change SPD (2022)

7. CONSULTATION RESPONSES

Consultee	Summary of response
LCC Highways	No objections

8. REPRESENTATIONS

To accord with the General Development Procedure Order a site notice was posted on 04.03.2026 and neighbouring properties were notified by letter sent out on 25.02.2026.

3 representations have been made as follows:

- The application is contrary to the S106 attached to the original application for the store.
- Reducing the permitted parking period from 3 hours to 90 minutes is therefore in direct conflict with the obligation.

9. ASSESSMENT

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). It states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. More generally, the Framework 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.

Highway / Public Safety

Lancashire County Council have advised that they consider the proposal to have a minimal impact on highway safety in the vicinity of the site. It is therefore considered that the proposal is acceptable in terms of highway and public safety.

Visual Amenity

The site is located close to Bacup Road, with the car park accessed from Markcross Street.

Section 12 of the Framework refers to the importance which Government attaches to the design of the built environment:

- *“The creation of high quality buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.”*
- *“Planning policies and decisions should ensure that developments...will function well and add to the overall quality of the area...are sympathetic to local character and history, including the surrounding built environment and landscape setting.”*

Policy 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 signs are 0.6m (width) x 0.8m (height), printed on a metal plate and non-illuminated.

The signage will not appear out of place or unduly prominent, and would not significantly affect the visual amenity of the area.

It is considered that the proposed development is acceptable in terms of visual amenity. As such the scheme is in accordance with Section 12 of the NPPF and Policy ENV1 of the Rossendale Local Plan.

Residential Amenity

Paragraph 135 of the NPPF advises that Planning policies and decisions should ensure that developments:

“Create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience”

Policy ENV1 of the Local Plan states that all proposals should take account of the following:

- “c) *Being sympathetic to surrounding land uses and occupiers and avoiding demonstrable harm to the amenities of the area*
- “d) *The scheme will not have an unacceptable adverse impact on neighbouring development by virtue of it being overbearing or oppressive, overlooking or resulting in an unacceptable loss of light:- nor should it be adversely affected by neighbouring uses and vice versa.*”

There are residential properties located across from the entrance to the site. The installation of the advertisements will not have any significant impact on the amenity of surrounding residents.

The proposed signage will not impact on the residential amenity of nearby occupiers and is in accordance with Policy ENV1 and the NPPF.

Other Matters

The three representations refer to the obligations within the S.106 Agreement attached to the original application for the construction of the store (2007/0665), which refers to 8 public parking spaces to be used for a maximum of three hours.

Whilst the comments relating to the original Section 106 Agreement are noted, these matters relate to parking management rather than the operational acceptability of the ANPR equipment itself, which is the subject of this application.

Any alterations to the terms of use of the car parking spaces in question would require a Deed of Variation to the original S.106 Agreement.

However, this is an entirely separate matter to be dealt with through the appropriate legal process, and does not affect the determination of this application for Advertisement Consent, which should be determined having regard only to public safety and amenity, in line with the requirement contained within the NPPF.

9. CONCLUSION

Subject to the conditions below, the development is acceptable in terms of all of the matters detailed above, and on this basis it is considered that the proposal is in accordance with the Rossendale Local Plan and the NPPF.

10 RECOMMENDATION

That advert consent is granted subject to the following conditions:

11. CONDITIONS

1. The development shall be carried out in accordance with the planning application form received 11.02.2026 and the following drawings and documentation unless otherwise required by the conditions below:

Drawing No: 2832 P401 Site Location Plan
Drawing No: 2832 P402 Existing Site Plan

Reason: To define the permissions and in the interests of the proper development of the site.

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.

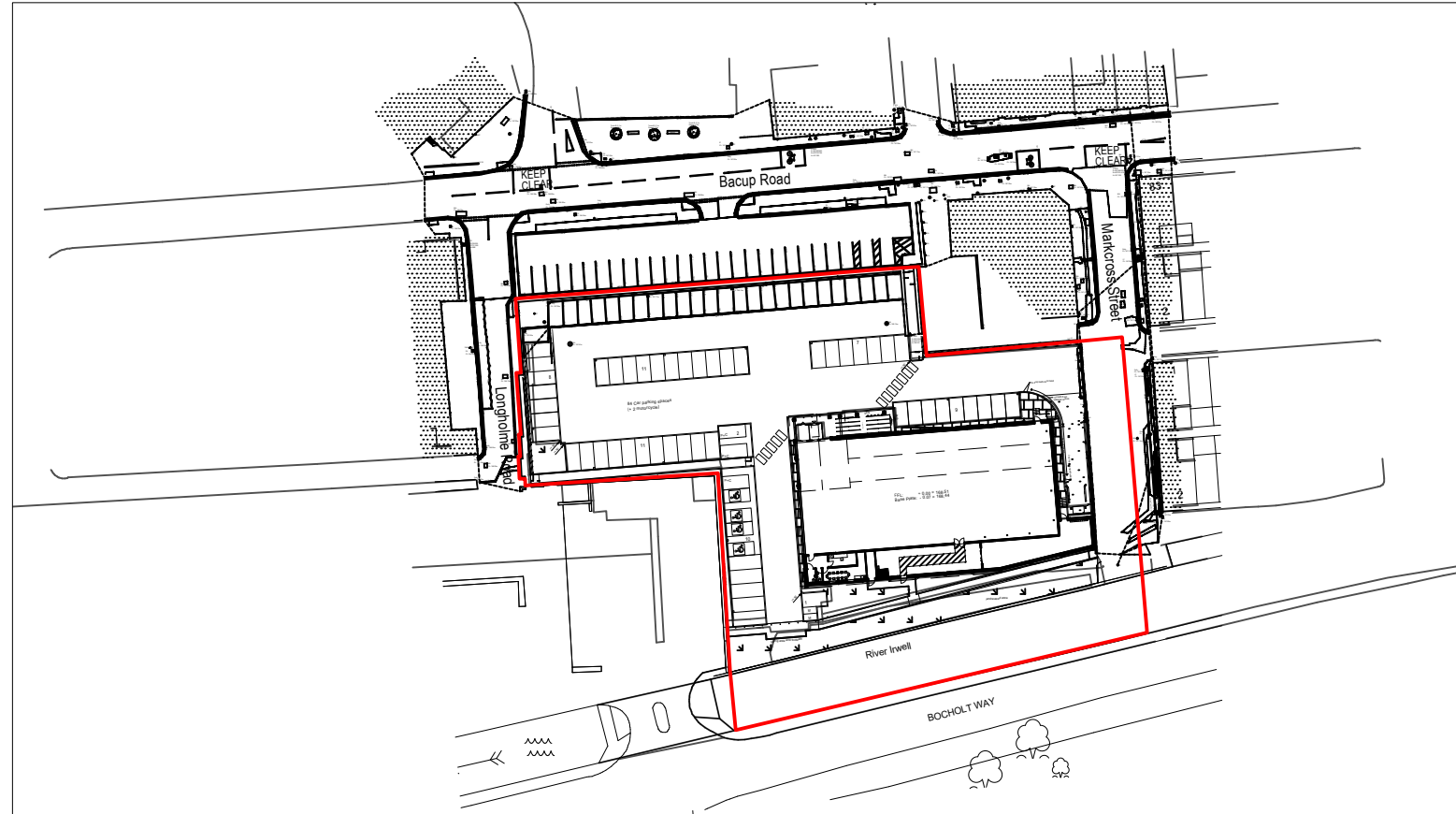
Reason: To accord with Regulation 14(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) and for the purposes of public safety.

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.

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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Rev.	Date	Description	Drawn

client



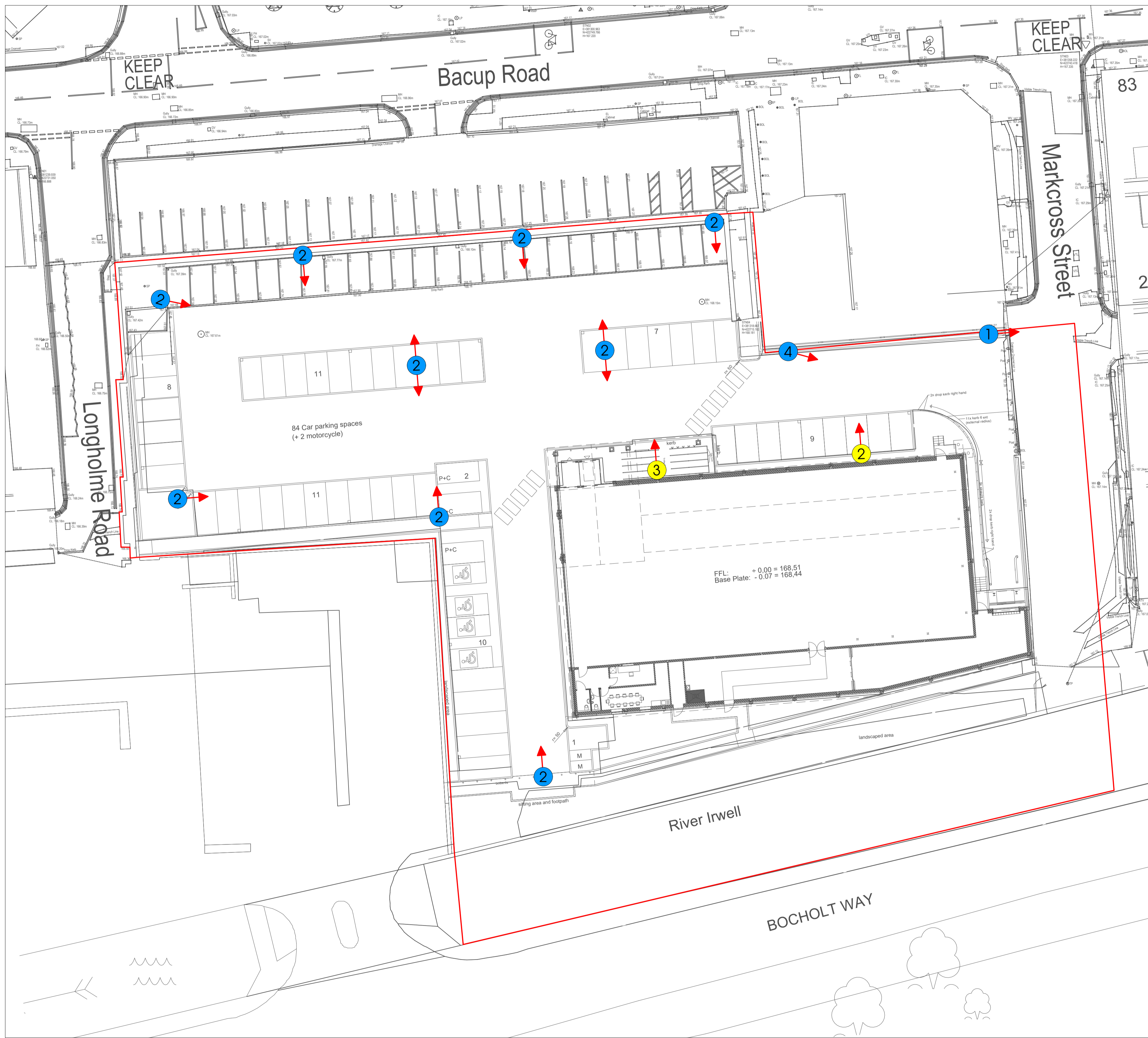
Lidl GB Ltd

project
 Rawtenstall,
 Bacup Road
 drawing title
 Site Location Plan

date December 2025
 status Planning
 scale 1:1250 @ A3
 drawn KE checked MH
 job no. 2832 dwg no. P401 rev.



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SITE PLAN - LOCATION OF SIGNAGE
SCALE 1:250



TYPE 1 - ENTRANCE P SIGNAGE (NON ILLUMINATED)
SCALE 1:5



TYPE 2 - TERMS AND CONDITIONS SIGNAGE (NON ILLUMINATED)
SCALE 1:5



TYPE 3 - INFORMATION SIGNAGE (NON ILLUMINATED)
SCALE 1:5



TYPE 4 - NEW RULES APPLY SIGNAGE (NON ILLUMINATED)
SCALE 1:5

SIGN TO BE INSTALLED ON LIGHTING COLUMN

SIGN TO BE INSTALLED ON A WALL/FENCE

BASED ON "OFF SITE LIDL 1312 RAWTENSTALL SIGNAGE PLAN V.1" & "OFF SITE SURVEY LIDL 1312 RAWTENSTALL INSTALLATION DOCUMENT V.1" RECEIVED 20TH NOVEMBER 2025

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Rev. Date Description

Drawn

client



Lidl GB Ltd

project

Rawtenstall,
Bacup Road

drawing title

Proposed Parking Signs Plan
and Details

date December 2025

status Planning

scale 1:250 / 5 @ A1

drawn KE checked MH

job no. 2832 dwg no. P404 rev.



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PRIVATE LAND
CAMERA CONTROLLED CAR PARK
MAXIMUM STAY OF 90 MINUTES

controlled parking area

CONDITIONS

- 90 minutes maximum stay
- Vehicles parked in disabled bays must display a valid blue badge
- Conditions apply 24 hours, every day

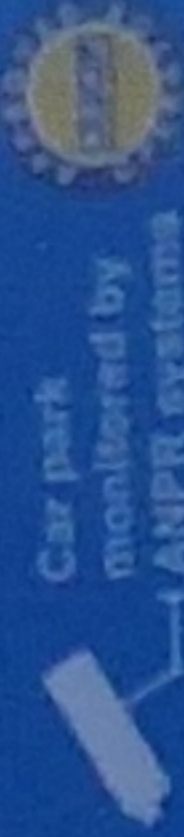
CHARGES

- No charge for up to 90 minutes
(if the other terms of parking are complied with)
- A charge of £90 applies to drivers who breach any of the terms of parking

Parkingeye Ltd is appointed by the landowner as its agent authorised to manage this private car park for and on its behalf. By parking in this private car park you will be contracting with the landowner and agreeing to park in accordance with the terms and conditions that apply, which are set out within this notice and other signage displayed in the car park (the "Parking Contract"). By parking, waiting or otherwise remaining within this private car park, you agree to comply with the terms of the Parking Contract, including making payment as required and entering your vehicle registration details into the payment machines and/or terminals as directed. If you fail to comply with the terms of the Parking Contract, you will become liable to pay the sum specified in this notice (the "Parking Charge"). If a Parking Charge becomes due, a reduced payment option will be available for a specified period from the date its issued. Failure to pay within this period will result in the full Parking Charge becoming payable. If the Parking Charge remains unpaid beyond 28 days from issue, Parkingeye Ltd may incur additional costs in respect of further recovery action taken and may mean additional charges apply to recover these costs from you. The Parking Contract shall form the entire agreement between the parties and any variation of its terms shall not be valid unless confirmed in writing by Parkingeye Ltd as agent for the landowner. Please note that Parkingeye Ltd is not responsible, and shall not in any circumstances be liable, for the car park surface, damage or loss to or from motor vehicles, or general site safety. In addition to the terms of the Parking Contract please see the privacy information below.

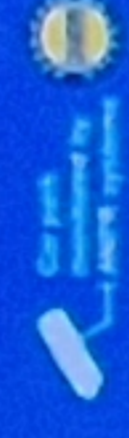
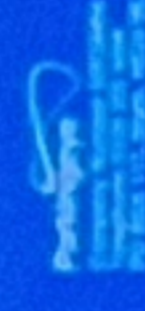
Privacy Information - when you use this car park, Parkingeye Ltd collects and processes certain data in order to ensure that you comply with the terms and conditions of parking and to enforce these where necessary. We also use data collected for car park management. This will include, for example, reporting in respect of our services on vehicle turnover and repeat visits to this car park in order to improve the user experience. The data we collect comprises images of vehicles using the car park and/or their Vehicle Registration Mark. This is collected via Automatic Number Plate Recognition cameras and/or attendants on-site, as well as via the payment machines and/or terminals. We may share data from time to time as required to support the purposes stated above. When collecting data specified in this notice, Parkingeye Ltd is the Data Controller. For more information, including details regarding your rights as a data subject, please visit our website at www.parkingeye.co.uk/privacy-policy. Alternatively, you can email us at privacy@parkingeye.co.uk or contact us by telephone at 0333 1235 984.


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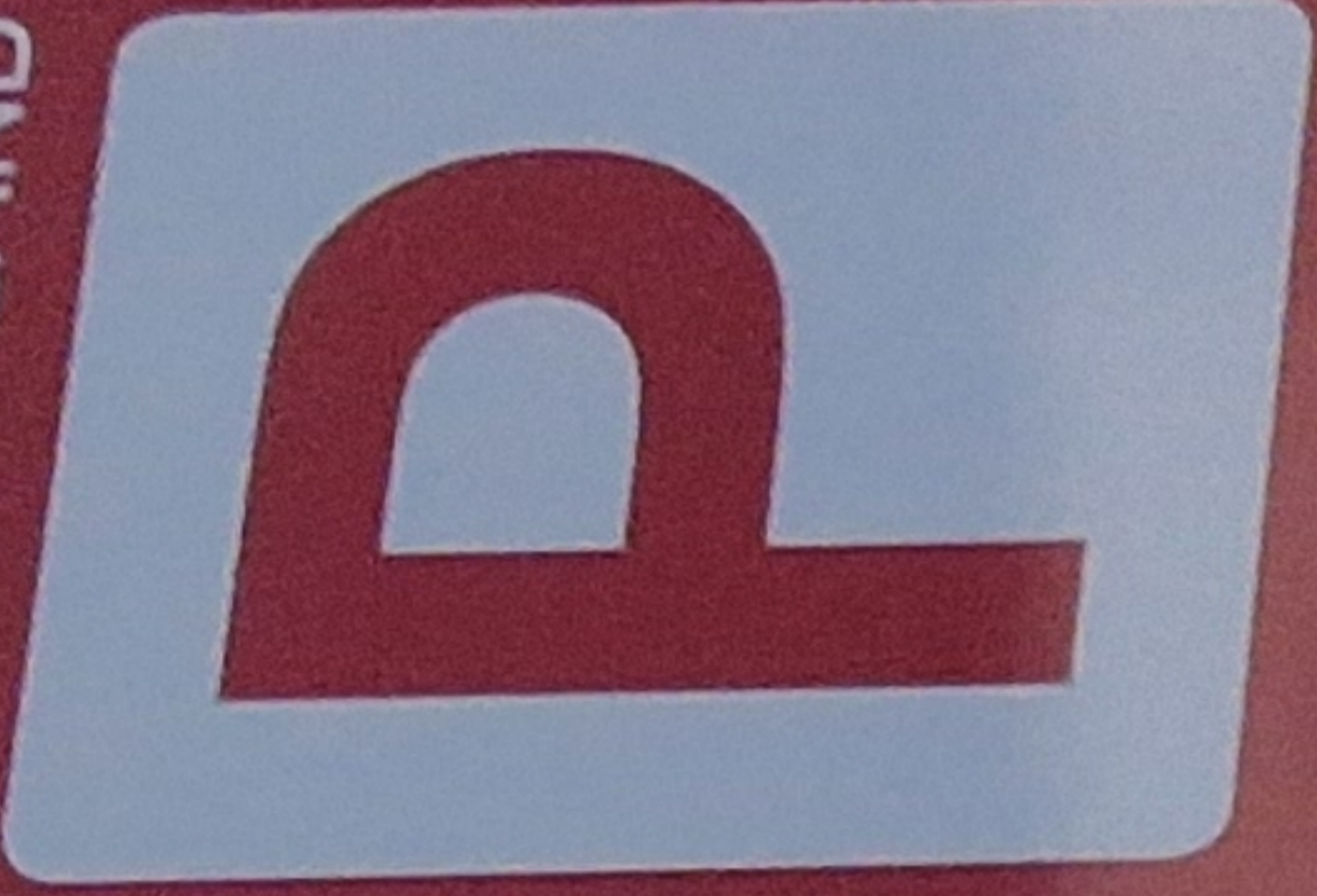


**Please be aware
90 minutes
max stay
to avoid a £90
parking charge**

See signage for terms & conditions



PRIVATE LAND



new parking
rules apply

Terms & conditions apply, see notices for details.

