

Item D. 6	06/00075/ADV	Advertising Consent
Case Officer	Mr David Stirzaker	
Ward	Clayton-le-Woods North	
Proposal	Fascia sign and poster sign for new jet wash	
Location	Clayton Brook Service Station Preston Road Clayton-Le-Woods Lancashire PR6 7EJ	
Applicant	Esso Petroleum Company Ltd	
Proposal	<p>This application proposes the provision of new signage in association with a new jet wash facility. The application relates to Clayton Brook Service Station, which is located on the A6 Preston Road in Clayton Le Woods towards the north of the Chorley Borough boundary.</p> <p>A separate planning application (ref no .06/00073/FUL) has been submitted for the jet wash for which a report can be found elsewhere on this agenda.</p>	
Planning Policy	GN1 - Main settlement areas GN5 - Building Design & Landscaping GN7 - Advertisements	
Planning History	<p>In 1997, an application (97/00668/ADV) for the display of 2 additional price/facility bars to existing illuminated totem sign was withdrawn prior to determination.</p> <p>In 1989, consent was granted (ref no. 89/00068/ADV) for the display of an illuminated pole sign, canopy fascia, shop sign and pump box signs.</p> <p>Planning permission was granted in 1988 (ref no. 88/569/FUL) for the existing car wash and garage forecourt facilities.</p>	
Representations follows:	<p>Concerns have been raised by one local resident summarised as follows:</p> <ol style="list-style-type: none"> 1. Would the fascia sign be illuminated 2. Concerns are raised in terms of additional light pollution and it is suggested screening measures be proposed 	
Consultations	<p>No comments yet received from LCC (Highways) hence they will be reported in the addendum.</p> <p>No comments yet received from the Parish Council hence they will be reported in the addendum.</p>	
Assessment	<p>The proposed jet wash enclosure is to be located in much the same position as the existing drive through car wash hence the signage proposed will not appear any more prominent in the street</p>	

scene being set well back from the A6 Preston Road.

The submitted plans indicate that the only sign to be illuminated is sign 6/7 (as referred to on plans) directing customers to the entrance to the car wash. No details of how the sign will be illuminate hence they have been sought from the application and accordingly the details will be updated in the addendum.

However, when considered in relation to the context of signage being located within the curtilage of a busy petrol station on a new jet wash facility, it is not considered that the signage including the one to be illuminated will cause detrimental harm to the character and appearance of the street scene and the amenities of adjacent residents.

In terms of the objection received, the fascia signage is not to be illuminated and lighting details relating to sign 6/7 on the plans has been sought although it is not considered that the illumination of this sign would cause light pollution given the extensive signage and illumination of the petrol station in its existing format.

The direction sign is to be amended in line with comments from LCC (Highways) and the car wash instruction sign is to be relocated to the other side of the jet wash to facilitate the clockwise operation of the jet wash. The amended plans will accordingly be updated in the addendum.

Conclusion

The adverts proposed are therefore considered to accord with Policy GN7 and on the basis of the above, it is recommended that advertisement consent be granted.

Recommendation: Advertising Consent Conditions

1. The advertisement consent hereby granted shall not be implemented until full details of how sign 6/7 will be illuminated have been submitted to and approved in writing by the Local Planning Authority. The lighting shall only be installed in accordance with the approved details.

Reason: To ensure a satisfactory scheme of illumination is installed and in accordance with Policy GN7 of the Adopted Chorley Borough Local Plan Review.

2. The proposed development must be begun not later than three years from the date of this permission.

Reason: Required to be imposed by Section 91 of the Town and Country Planning Act 1990.
