

Item 4e **13/00593/ADV**

Case Officer **Caron Taylor**

Ward **Pennine**

Proposal **Application for Advertising Consent for the display of two signs (non-illuminated), one on either side of the roundabout on Preston Road with the junction with Royton Drive, to advertise housing development (for a period of three years).**

Location **Land 20M North And Land 27M South At Roundabout Junction Preston Road Royton Drive Whittle-Le-Woods**

Applicant **Redrow Homes Ltd Lancashire**

Consultation expiry: **8 August 2013**

Application expiry: **23 August 2013**

Proposal

1. Application for Advertising Consent for the display of two signs (non-illuminated), one on either side of the roundabout on Preston Road with the junction with Royton Drive, to advertise housing development (for a period of three years).
2. This application is being presented to committee as the signs are proposed on Council land.

Recommendation

3. It is recommended that the signage is granted advertisement consent

Main Issues

4. The main issues for consideration in respect of this planning application are:
 - Background information
 - Principle of the development
 - Traffic and Transport
 - Impact on Neighbours
 - Design/Streetscene

Representations

5. One letter stating they have no objection has been received.
6. Whittle-le-Woods Parish Council
These signs are considered to be far too large and should ideally be half the size. They are a distraction to traffic on a busy arterial route.

Consultations

7. **Lancashire County Council (Highways)**
The applicant proposes to erect two non-illuminated temporary signs of size 3.05m x 3.02m and 3.05m x 3.0m at Preston Road/Royton Drive for a period of 3 years. Both signs are to be erected to an overall height of 6m.

8. There are no highway objections to the proposed positions of the signs shown on plan no. 4172-SS-01, dated 12.11.12; however, for reasons of highway safety, the installed signs should be set 0.450m back from the edge of the adopted footway.

Assessment

Background Information

9. The proposal is to advertise, for three years, a housing development that was permitted on appeal (ref: 11/00992/OUTMAJ and 12/01244/REMMAJ). It will be accessed from the roundabout on the Junction of Preston Road via Royton Drive.

Principle of the development

10. The National Planning Policy Framework sets out that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.
11. It also states that 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.

Traffic and Transport

12. One of the main issues is the impact on highway safety of the proposal. LCC Highways have not objected to the proposal. They state that they should be set 0.450m back from the edge of the adopted footway. This is already been met as the signs are a minimum of approximately 2m back from the footway.
13. The proposal is therefore considered acceptable in terms of highway safety.

Impact on the neighbours

14. There are a number of properties fronting onto Preston Road/Royton Drive. Nos. 21, 23 and 1 Royton Drive will look towards the rear of the signs but the signs but will largely be screened by trees between them.
15. Opposite Royton Drive, number 75 -85 (odds) will look towards the signs but there properties have reasonably long front gardens (approximately 19m) and the signs will be on the other side of Preston Road from them. It is considered due to this distance that the signs will not have a negative impact on the amenity of these properties.

Design/Streetscene

16. The signs will be highly visible in the streetscene on the main road through Whittle-le-Woods, but it is not considered they will be so detrimental that they could be refused on amenity grounds. They will serve a temporary purpose for three years in signposting a new housing development.

Other Issues

17. The comments of the Parish Council are noted in terms of their size however, in terms of signage a balance has to be struck, as signs that are too small can be more of a distraction to passing traffic as they struggle to read what is on them easily. The size of the signs proposed has been found to be acceptable in terms of amenity and public safety.

Overall Conclusion

18. The application is recommended for approval.

Planning Policies

National Planning Policies:

The National Planning Policy Framework.

Recommendation: Advertising Consent Conditions

1. The development hereby permitted shall be carried out in accordance with the following approved plans:

Title	Drawing Reference	Received date
Proposed Location of Sales Signs	4172-SS-01	26 June 2013
Artwork for planning only	N/A	26 June 2013

Reason: For the avoidance of doubt and in the interests of proper planning.

2. The signs hereby permitted shall only be erected as per the approved details for a period of three years from the date of this advertising consent.
Reason: To avoid a proliferation of signs in the streetscene for which there is not an on-going need.