

**Item B. 4**                      **06/01019/ADV**                      **Refuse advertising consent**

**Case Officer**                      **Miss Lyndsey Cookson**

**Ward**                                      **Chorley North East**

**Proposal**                              **Erection of 3 internally illuminated logo signs, 4 non-illuminated poster holders and transfers to glazing of entrance lobby (retrospective),**

**Location**                              **Unit A Alliance Retail Park Water Street Chorley Lancashire**

**Applicant**                              **Dixons Group Retail Properties**

**Proposal:**                              This application proposes the erection of three internally illuminated advertisement signs, four non-illuminated poster holders and transfers to the glazing in the entrance, in connection with the recently built Currys unit. The signs are currently being displayed without consent.

The three internally illuminated advertisements are sited on the front, side and rear elevations. The one being displayed on the front elevation is attached onto a steel framework which forms the entrance the building. The advertisement is 11.6 metres in length, 4.2 metres in height, and projects from the framework by 0.2 metres. The advertisements being displayed on the side and rear elevations are attached onto the building. The former one measures 5.4 metres in length, while the latter one measures 5 metres in length. Both are 1.9 metres in height and project from the building by 0.2 metres.

The non-illuminated poster holders are sited either side of the entrance, 1 metre above ground level. Each one measures 1 metre in width by 1.5 metres in height. The transfer stickers will be sited on the entrance glazing.

The building on which the advertisements are displayed contains two units, currently occupied by Currys and Carpetright. Advertisement consent has also been submitted for the adjoining Carpetright unit. The building is located on an important gateway into the centre of Chorley. It is prominently sited adjacent to a roundabout junction.

**Policy:**                                      PPG19: Outdoor Advertisement Control  
Policy GN7: Advertisements

**Planning History:**                      05/00731/FULMAJ - Erection of non-food retail warehouse development and associated works following demolition of existing industrial unit

**Consultations:**                              LCC Highways – These are high profile lights which will have a serious highway impact, causing distraction and blinding effect to motorists at a roundabout junction. This is not acceptable.

**Representations:**                      None

**Assessment:**                              Policy Guidance Note 19: Outdoor Advertisement Control provides

guidance on outdoor advertisement control. The display of outdoor advertisements can only be controlled in the interests of amenity and public safety.

Policy GN7 of the Adopted Chorley Borough Local Plan Review states that applications to display advertisements will be permitted providing that the following criteria are met:

- a) The size, design, positioning and illumination would not adversely affect the visual amenities of the surrounding area;
- b) The advertisement is in keeping with the scale and character of the building on which it is positioned;
- c) The advertisement would not constitute a traffic safety hazard.

### Design & Appearance

The illuminated advertisements comprise of a red coloured background, with a white coloured text centred on the advertisement and in proportion to the sign. The poster boards will incorporate an aluminium frame, and the transfer stickers will include white lettering on a red background.

The scale of the illuminated advertisements on the side and rear elevation are acceptable, along with the poster boards and transfer stickers. However, the illuminated advertisement on the front elevation is large in scale, and its depth is not in proportion to the building. As it is sited in a prominent location in front of the building, this accentuates its prominence, and as a result the advertisement completely dominates the appearance of frontage.

The means of illumination will be by fluorescent tubes within the advertisement. Therefore, each advertisement will be wholly illuminated. The brightness of the signage will be 714 candelas per square metre. As the building will be illuminated by soffit mounted lighting, as recently agreed in a discharged condition, the cumulative lighting on both units will be extremely prominent. Given the siting of the advertisements, it is not considered that this level of illumination is reasonably necessary.

### Impact on Visual Amenities of surrounding area

The building is prominently sited on an important gateway into Chorley. The advertisements are clearly visible from the highway and will be seen against a mixed commercial and residential setting.

The illuminated advertisement on the front elevation will be sited approximately 30 metres from the highway. It will be highly visible when approaching the building from Preston Road, Water Street, North Street and Commercial Road. Due to its scale, illumination and siting, it will appear very prominent within the street.

The illuminated sign on the side elevation will be clearly visible from Harpers Lane. It is not considered that the degree of illumination proposed for the sign is necessary, particularly when taking into account the soffit lighting being displayed on the building. The cumulative lighting would appear overly prominent against other signage in the vicinity.

Whilst there will be a landscaping scheme implemented on the site, this will not be sufficient to soften the impact of the

advertisements.

PPG 19 is clear that signs should be designed and sited so as to harmonise with their setting. Within the surrounding area, there are different types and scales of signage being displayed on commercial buildings. These advertisements are smaller in comparison to the scale of the proposed illuminated sign on the front elevation, and each are in keeping with the buildings on which they are displayed. Whilst some are internally illuminated, this illumination does not create a strident impact due to the scale and siting of these advertisements.

The advertisements will appear incongruous to the surroundings, and will adversely affect the character of the area.

The building frontage faces the front of a row of residential properties, which are sited approximately 60 metres away. Although the by-pass separates the two, and there are other advertisements visible from these neighbouring properties, the illuminated advertisement on the front elevation will still appear overly prominent from these properties thus having a detrimental impact. It is considered that an advertisement which is smaller in scale with less illumination would have a more acceptable impact on these residents.

The proposed advertisement on the rear elevation will be clearly visible from neighbouring properties which front the rear of the building, sited approximately 35 metres away. As the railway line separates the two, the building is sited at a lower ground level and vegetation partially screens the building, it is considered that an advertisement in this location could be acceptable. However, it is not necessary for this sign to be illuminated, thereby having a more adverse impact on these properties.

#### Impact on Highway Safety

The building is sited adjacent to a busy junction with high traffic flows. The illuminated advertisement on the front elevation will constitute a hazard to highway safety, due to its scale, siting and degree of illumination.

#### **Conclusion**

The cumulative appearance of the advertisements, by reason of their scale, siting and degree of illumination, would dominate the appearance of the building, and appear as overly prominent within the street. The signage is incongruous to other advertisements within the vicinity, and does not relate well to its immediate surrounds. The advertisements would have an adverse impact on neighbouring amenity, and would constitute a highway safety hazard.

#### **Recommendation: Refuse advertising consent**

#### **Reasons**

1. The proposed advertisements, by reason of their siting, scale and extent of illumination are extremely prominent and do not relate well to other advertisements being displayed within the vicinity. As a result, they are visually obtrusive and detrimental to both the appearance of the building, residential amenities and the amenity of the area.

This is contrary to PPG 19 and Policy GN7 of the Adopted Chorley Borough Local Plan Review.

2. The proposed advertisements being displayed, by reason of their size, siting and extent of illumination, will distract the attention of drivers, as well as cause a blinding effect, and thus be detrimental to highway safety. This is contrary to PPG 19 and Policy GN7 of the Adopted Chorley Borough Local Plan Review.

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