

Report of	Meeting	Date
Director of Development and Regeneration	Development Control Committee	21.11.2006

ENFORCEMENT ITEM

ERECTION OF 3 INTERNALLY ILLUMINATED LOGO SIGNS, 4 NON-ILLUMINATED POSTER HOLDERS AND TRANSFERS TO GLAZING OF ENTRANCE LOBBY – UNIT A ALLIANCE RETAIL PARK WATER STREET CHORLEY

PURPOSE OF REPORT

1. To consider whether it is expedient to take enforcement action in respect of the above case.

CORPORATE PRIORITIES

2. This report raises no issues of corporate priorities.

RISK ISSUES

3. The report contains no risk issues for consideration by Members.

BACKGROUND

4. A retrospective planning application for the erection of 3 internally illuminated logo signs, 4 non-illuminated poster holders and transfers to the glazing of the entrance lobby, at Unit A Alliance Retail Park, Water Street, Chorley (application reference 06/01019/ADV), appears on this agenda. My recommendation is for advertisement consent to be refused. If members agree with the recommendation, given that the application is submitted in retrospect and the signs are being displayed unlawfully, then it would be expedient to take enforcement action for the reasons set out in the main report.

COMMENTS OF THE DIRECTOR OF FINANCE

5. No comments.

COMMENTS OF THE HEAD OF HUMAN RESOURCES

6. No comments.

RECOMMENDATION

7. To commence legal proceedings in respect of the display of the unauthorised signage.

Reason

The advertisements are contrary to PPG 19 and policy GN7 of the Chorley Borough Local Plan Review by reason of their scale, siting and extent of illumination. The advertisements are overly prominent and out of keeping with other signage being displayed in the vicinity. As a result, they are visually obtrusive and detrimental to the appearance of the building, the amenity of the area, residential amenities and highway safety.

JANE MEEK
DIRECTOR OF DEVELOPMENT AND REGENERATION

Report Author Lyndsey Cookson	Ext 5230	Date 7 November 2006	Doc ID
Background Papers Document Planning Application	Date 06/09/06	File 9/06/01019/ADV	Place of Inspection Civic Offices Union Street