

Item 4b **13/01149/ADV**

Case Officer **Caron Taylor**

Ward **Heath Charnock And Rivington**

Proposal **Application for Advertising Consent for signs: additions to three existing ladder board signs and one 'gallows' style sign (please see application for full details).**

Location **Go Ape Rivington Lane Rivington Bolton BL6 7RZ**

Applicant **Adventure Forest Ltd T/A Go Ape**

Consultation expiry: 17 January 2014

Application expiry: 24 January 2014

Proposal

1. Application for Advertising Consent for three signs: additions to three existing ladder board signs and one 'gallows' style sign (please see application for full details).

Recommendation

2. It is recommended that this application is granted advertising consent.

Main Issues

3. 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

4. Four letters of objection to the application have been received on the following grounds:

- Object to the gallows style sign – it will impact adversely on the setting of a listed building and park;
- It is unnecessary as Go Ape customers will already be on the site before they see the sign;
- The gallows style sign is large and intrusive in Lever Park and adds another piece of clutter to the many signs in place around Great House Barn, a listed building;
- The gallows style sign will give the impression that parking for the general public is not allowed beyond the sign;

- In the past, Chorley Council has been keen to reduce the amount and size of signage in Rivington and Lever Park, bearing in mind that a conservation area and listed building are involved. Perhaps all the signage in the area need reviewing;
- The gallows style sign is not in keeping with a listed building. It cannot be seen from the road so it is just an advert, it does not aid people finding the site.

Friends of Lever Park

5. Object on the following grounds:

- The gallows style sign is not in keeping with the area, it affects the appearance of an ancient and historic grade II listed building;
- The gallows style sign will not be seen from Rivington Lane when driving, so there is no need for it, Go Ape customers will have already turned into their destination before the sign comes into view;
- The gallows style sign will be located at the entrance to the new extended car park, thus giving the impression that the extended car park is for Go Ape customers only;
- New visitors to Rivington will be ignorant of recent events regarding the extended car park and will assume that only Go Ape customers can park beyond the proposed gallows style sign.

Consultations

6. **Chorley's Conservation Officer**

7. States their comments on the application are made with reference to the following policies, where applicable:

- The Framework (National Planning Policy Framework): Section 12 Conserving and Enhancing the Historic Environment;
- The Adopted Central Lancashire Core Strategy DPD 2012: Policy 16 Heritage Assets;
- The emerging Chorley Local Plan DPD 2012 – 2026, Policy BNE8.

8. Annex 2 to the Framework defines a number of terms including 'designated heritage assets' which includes listed buildings, conservation areas and registered parks and gardens.

9. The proposed signage is to be located relatively close, 20 metres at the nearest, to a number of designated heritage assets, Great House Barn and Cottages that are all listed at grade II and are located within Lever Park, also a designated heritage asset.

10. Three of these, those located nearest to the listed buildings, are on already existing signs. In these cases the proposed works only constitute an additional, and in my opinion discrete, addition to the current signage.

11. The fourth sign, an entirely new one, is located 75 metres from the nearest listed building. The design, size and position of this sign is considered to be appropriate for this location.

12. Overall they consider that the significance of all the designated heritage assets mentioned above will be sustained as a consequence of the proposed signage, that they will cause less than substantial harm to them and that therefore the application is acceptable.

Lancashire Gardens Trust

13. Signage should be reduced to a minimum.

Assessment

Principle of the development

14. 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.
15. 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

16. The proposal is considered acceptable in terms of highway safety. The test in terms of the National Planning Policy Framework is that development should only be prevented or refused on transport grounds where the residual cumulative impacts of development are severe. Three of the signs are combined with existing signage and the fourth 'gallows' style sign is a significant distance from the main road in a location where vehicles will be moving at low speeds as they approach the sign and it is not considered it will be a distraction to them. The proposal is therefore considered acceptable in this respect.

Impact on the neighbours

17. It is not considered the elements proposed by the current application would have a detrimental impact on any neighbouring properties. The nearest residential property is Great House Cottage adjacent to Great House Barn. The small signs will be added to existing frames that already exist and there will be over 70m from this property to the gallows style sign.

Design/Streetscene

18. Where signs are proposed in rural areas, the preference is to combine signage. Three of the signs will be small additions to the existing ladder board signs close to the entrance to the car park at its junction with Rivington Lane. These signs will reflect the design of the existing signs and are considered acceptable in terms of design and therefore their impact on the amenity of the area.
19. The other sign applied for is a gallows style sign. It would be constructed of wood with an upright post and two horizontal posts near the top and bottom between which a sign/advert is hung. It would be located on the grass verge to the north of the existing picnic area. Its design is considered acceptable and its wooden material reflects its location close to a woodland. The materials are considered appropriate to its location and therefore the amenity of the area.
20. In terms of the impact on the listed building and historic park the sign will be separated from Great House Barn (a Grade II listed building) by the existing car park and will be viewed in the context of the car park. It is not therefore considered that it will detract from the listed building or the park.
21. It is not considered that the proposed signs together or cumulatively with other signs already will have a detrimental impact on the amenity of the immediate area.

Other Issues

22. The comments relating to confusion over parking are noted, however the sign will have an arrow showing the location of the Go Ape cabin. There are no existing or proposed signs that state the car park is exclusively for use of Go Ape customers, however it is important to note that decisions made on adverts and signs can only be based on amenity and public safety and these elements have been found to be acceptable. It is not considered this issue is a highway safety issue.
23. The area around Great House Barn, the car park and the Go Ape course are not a conservation area as defined in the adopted or emerging Local Plans.

Conclusion

24. The signs have all been found to be acceptable in terms of amenity and public safety. It is recommended that advertising consent is granted.

Planning Policies

National Planning Policies:

The National Planning Policy Framework

Planning History

08/00553/FUL Proposed high wire adventure course with associated equipment, cabin and shelter, and extension to existing car park. Permitted 24.07.2008.

11/00466/FUL Retrospective application for the building up (raising) and enlargement of two zipwire landing sites at Go Ape course (landing area for site 2 located near site 3, and landing area for site 3 located near site 4). Permitted 07.09.2011.

11/00938/FUL Extension of car park to Go Ape (enlargement of car park as built). Permitted 10.05.2012.

13/01149/ADV Application for Advertising Consent for three signs: additions to three existing ladder board signs and one 'gallows' style sign (please see application for full details). Application under consideration

Recommendation: Advertising Consent

Conditions

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

Title	Drawing Reference	Received date
Signage Location Plan	N/A	5 th November 2013
New Signs Proposal	N/A	5 th November 2013

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

2. The consent hereby granted is for a period not exceeding five years from the date of this consent. *Reason: Required to be imposed pursuant of the Town and Country Planning (Control of Advertisements) Regulations 2007.*