

Item 4h **14/00123/ADV**

Case Officer **Adele Hayes**

Ward **Chorley North East**

Proposal **3no. non-illuminated signs**

Location **Chorley Borough Council Depot Bengal Street Chorley PR7
1SA**

Applicant **Recycling Lives**

Consultation expiry: 13 March 2014

Application expiry: 11 April 2014

Proposal

1. Advertisement consent is sought to display 3no. non-illuminated signs, one on each side of the building that would be visible from the public domain.
2. The application was been submitted in conjunction with 14/00121/FUL which seeks planning permission for the change of use of part of existing Council depot to a recycling centre with associated works and which is also reported on this agenda.

Recommendation

3. It is recommended that this application is granted advertisement consent.

Main Issues

4. The main issues for consideration in respect of this planning application are:
 - Public safety
 - Impact on amenity

Representations

5. No representations have been received.

Consultations

6. **Lancashire County Council (Highways)** – do not have any objections to the proposals and consider they will have a negligible impact on highway safety and capacity in the vicinity of the site.

Assessment

Issues for consideration

7. The National Planning Policy Framework sets out that advertisements should be subject to control only in the interests of public safety and amenity, taking account of cumulative impacts.
8. 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.

Public safety

9. One of the main issues to consider is the impact of the proposal on highway safety. The signs are non-illuminated signs that would be positioned 3.1m above ground level. They would measure approximately 1.4m x 3.6m; 0.9m x 10m; and 1.8m x 3.6m with a maximum thickness of 15mm.
10. There are no highway objections to the proposed signs and the proposal is therefore considered acceptable in terms of highway safety.

Impact on amenity

11. The signs will be highly visible in the streetscene but it is not considered they will be so detrimental that they could be refused on amenity grounds. Whilst they will be prominent, a balance has to be struck, as signs that are too small can be more of a distraction to passing traffic as drivers struggle to easily read what is on them. The size of the signs is considered to be acceptable.

Overall Conclusion

12. The proposed signs are modest when compared to the scale of the building and will not adversely impact on amenity or public safety. The proposals are considered to be in compliance with the Framework and the application is recommended for approval.

Planning Policies

National Planning Policies:

The National Planning Policy Framework.

Recommendation: Advertising Consent

Conditions to be reported on the Addendum

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