

Item B. 1 **06/01297/ADV** **Refuse advertising consent**

Case Officer **Miss Lyndsey Cookson**

Ward **Chorley North East**

Proposal **Erection of 1 internally illuminated double sided freestanding sign (Retrospective)**

Location **Aldi Supermarket Harpers Lane Chorley PR6 7AB**

Applicant **Aldi Stores Ltd**

Proposal: This application proposes the erection of one internally illuminated double-sided advertisement sign in connection with the recently extended Aldi Supermarket. The sign is currently being displayed without consent.

The advertisement is sited to the front elevation of the building. It is attached onto two metallic silver poles which continue through the glass canopy roof structure at the entrance to the building. The advertisement is 2.5 metres in height, 2 metres in length, and 0.5 metres in width. It is sited a total distance of 7.7 metres above ground level.

Two other advertisements are being displayed on the application site in connection with the Aldi store. One advertisement is displayed on the recently constructed front extension, which does not have consent, and the other is a freestanding sign adjacent to the highway. The wall-mounted sign on the building does not form part of this application, although it is unlawful and will require consent should it remain.

The building is located on an important gateway into the centre of Chorley. It is prominently sited adjacent to a double-roundabout junction.

Policy: PPG19: Outdoor Advertisement Control
Policy GN7: Advertisements

Planning History: 89/01198 – Redevelopment of scrap yard for retail units.
Permitted 12 June 1990

91/00865 – Class A1 Retail Foodstore with servicing facility, customer and staff parking and landscaping.
Permitted 21 January 1992

92/00037/ADV – Display of illuminated wall mounted sign and post sign. Permitted 25 June 1992

06/00371/FUL – Front extension to superstore approx. 327 square metres. Permitted 16 June 2006

06/00886/FUL – Erection of front extension to superstore. Permitted 12 September 2006.

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.

The Supplementary Planning Guidance (SPG) on “Shopfronts and Signs: A Design Guide for Chorley” is also relevant to this application.

Design & Appearance

The advertisement comprises of a blue coloured background with a yellow and orange edge. The text is centred on the advertisement and in proportion to the sign, in white coloured lettering.

The advertisement (including the supporting structure) is large in scale, and not in proportion to the building. As it is sited in a prominent location in front of the building, and considerably elevated from ground level (above the ridgeline of the building), this accentuates its prominence, and as a result the advertisement dominates the building frontage and detracts from its appearance.

The means of illumination on either side of the advertisement will be by internal fluorescent tubes. Therefore, the advertisement will be wholly illuminated. The light coloured text and edge accentuates this illumination. Given the siting of the advertisement, it is not considered that this level of illumination is reasonably necessary.

The agent has stated that the proposed sign replaces the original wall mounted sign of the same size. However, both the wall mounted sign and the freestanding sign are currently being displayed. Together, the two signs contribute to a cluttered frontage and, given that they have a similar appearance and are displayed in close proximity to one another, one sign would adequately provide the desired visual effect. Should the applicant wish to display only one advertisement, it is considered that the wall mounted sign is of a more appropriate scale and siting in relation to the building, and less prominent on the building frontage, whilst having the same advertisement purpose.

Impact on Visual Amenities of surrounding area

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

The advertisement will be highly visible when approaching the building from Water Street, Harpers Lane and Preston Street. Due to its scale, illumination and siting, it will appear very prominent within the street.

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. Those advertisements which are lawful are in keeping with the buildings on which they are displayed and do not appear overly prominent in the area. Whilst some are internally illuminated, this is to a lesser extent, and thus does not create an overbearing impact.

The advertisement will appear incongruous to the surroundings, and will adversely affect the character of the area. Furthermore, should the existing wall-mounted sign remain, the proposal would contribute to a visual clutter of advertisements in the immediate surrounds. It is considered that the wall-mounted sign, as opposed to the proposed freestanding one, would be more appropriate in this locality and more in keeping with other advertisements being displayed in the vicinity.

Impact on Neighbour Amenity

The advertisement would not directly face any residential properties and would not have any detrimental impact on neighbour amenity.

Impact on Highway Safety

The building is sited in close proximity to a busy junction with high traffic flows. However, due to the overall scale of the advertisement and its distance from the junction, it would not constitute a hazard to highway safety.

Conclusion

It is considered that only one advertisement is required on the front of the building, and that a wall-mounted sign would be more appropriate to the scale and character of the building, as opposed to the proposed free-standing one.

The advertisement, by reason of its scale, siting and degree of illumination, would dominate the appearance of the building, and appear overly prominent within the street. The sign is not in keeping with other lawful advertisements within the vicinity, and does not relate well to its immediate surrounds. Furthermore, it would contribute to an unnecessary clutter of advertisements should an existing wall-mounted sign remain.

Recommendation: Refuse advertising consent

Reasons

1. The advertisement is contrary to PPG 19 and policy GN7 of the Chorley Borough Local Plan Review by reason of its scale, siting and extent of illumination. The advertisement is sited in a prominent position in relation to the building and is not in keeping with the scale of the building, therefore dominating the building frontage. Furthermore, it would contribute to an unnecessary visual clutter of advertisements on the front of the building, and is out of keeping with other signage being displayed lawfully in the vicinity. As a result, the advertisement is visually obtrusive and detrimental to the appearance of the building and the amenity of the area.
