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| Item 3g | 15/01121/ADV |
| Case Officer | Adele Hayes |
| Ward | Chorley East |
| Proposal | Erection of advertisements to visually improve and promote the routes around Steeley Lane comprising art panels of varying in style, size and materials to be installed at various locations along the side of the buildings and boundaries. |
| Location | Phoenix Works Steeley Lane Chorley |
| Applicant | Chorley Borough Council |
| Consultation expiry: | 14 December 2015 |
| Decision due by: | 18 January 2016 |

Recommendation

1. It is recommended that advertisement consent is granted.

Proposal

2. Advertisement consent is sought to display various advertisements to visually improve and promote the routes around Steeley Lane comprising art panels of varying in style, size and materials to be installed at various locations along the side of the buildings and boundaries.
3. Rows of old bricked up arched windows are to be used for many of the coloured panels with the shape and size relating to the street scale; rectangular bricked up windows are used as the locations for black and white panels and the existing chain link long fence by Pilkingtons will be partially camouflaged by an open weave mesh banner with references to items or services which can be purchased on Steeley Lane. The other features along the rear of the railway station and on the corner verge are proposed to promote Steeley Lane as a vibrant area with an interesting history and a promising future, having a wealth of unique shops and businesses whilst also being very close and accessible to the town centre.
4. Art panels for the Phoenix Mill façade use images and photographs taken locally. 7no panels (approx. 2.1 high x 1.1 wide) are made up of colourful images of the local shops, their produce and shopkeepers or the services that businesses provide; 1no explains the project and 2no (approx. 1.6m high x 1.1m wide) are slightly smaller using black and white or sepia historical images. They will all have a narrow blue frame which will match in colour with the repainted existing steel fixings. They will be manufactured in lightweight dibond composite 3mm rigid sheets and secured to the old bricked in walls / windows.
5. A 35m long x 1.7m high PVC mesh banner will be secured to each of the existing supports of the fence line to the Pilkington Oils boundary. It is mostly green in colour, of various shades and swirls with silhouettes of some of the items which could be purchased from local shops or services offered. There is also a pointer to the Town Centre and Chorley Council's logo. The holes in the mesh will allow the wind to blow through and keep good visibility through to the oil yard.
6. A 12m long x 1m high art feature will be secured to the top section of the rear of the railway station brick wall which is 18m long x 4m high. This is to be positioned high enough up the wall to be out of reach to the general public and will comprise 6no. wavy steel bands with

fixing points, covered with circular images printed on to dibond composite 3mm rigid sheets. The wavy bands will link with the wave colours of the mesh banner detailed above and the use of steel will be a reference to the old iron foundry at Phoenix Mill as well as the street name itself. The circular images will depict old and new pictures of the station and Chorley Council's logo.

7. The shrubbery along the verge in front of the Royal Mail site will be cut back at the corner and turfed, although the trees will remain, and a 3m long x 1.5m high maximum, 3-section art panel will be installed into the verge set back 2m from the footpath edge. This sign will welcome visitors to the Steeley Lane area and let them know about the arts project and the shops and business further along. The colour and image branding of the other panels and art work will be repeated (waves in shades of green with silhouette symbols).

Representations

8. No representations have been received

Consultations

9. Lancashire County Council Highways raise no objections but comment that it is important to secure the consent of the individual land owners as none of proposed locations of the advertisements form part of the adopted highway.

Assessment

Issues for consideration

10. The National Planning Policy Framework states that advertisements should be subject to control only in the interests of public safety and amenity, taking account of cumulative impacts.
11. 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

12. One of the main issues to consider is the impact of the proposed sign on highway safety. LCC in their capacity as the Highway Authority are satisfied that road user visibility will not be affected at the proposed locations and since the advertisements are not proposed to be illuminated, then no glare, dazzle or distraction should be caused to passing motorists. In addition the advertisements will not hinder the interpretation of traffic signage within the locality. The photographs submitted show that apart from the signs at the corner of the Royal Mail site, the other signs will be installed facial to the existing walls and railings with minimal projections beyond the face of the structures. Where such projections would overhang the adopted highway in excess of 250mm, the advertisements must be installed at a height not less than 2.8m above carriageway level the Council's Property Team have been advised accordingly.

Impact on amenity

13. The signs will be highly visible and will promote the routes around Steeley Lane. Their size, scale and appearance are considered to be acceptable.

Conclusion

14. The proposed signs will support the Council's wider aspirations of economic prosperity and will not adversely impact on amenity or public safety. The proposal is considered to be in compliance with the Framework and the application is recommended for approval.

Suggested Conditions

| No. | Condition | | | | | | | | | | | | | | | | | | |
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| 1. | The signs hereby permitted shall only be erected as per the approved details for a period of five years from the date of this advertising consent. <i>Reason: To avoid a proliferation of signs for which there is not an on-going need.</i> | | | | | | | | | | | | | | | | | | |
| 2. | The advertisement hereby permitted shall be carried out in accordance with the following approved plans: <table border="1"><thead><tr><th>Title</th><th></th><th>Received date</th></tr></thead><tbody><tr><td>Location of Art Panels</td><td>CX1387</td><td>10 November 2015</td></tr><tr><td>Proposed Mesh Banner Pilkington's Fenceline</td><td>CX1387/SK03 rev C</td><td>10 November 2015</td></tr><tr><td>Proposed Royal Mail Corner Signage</td><td>CX1387/SK04 rev D</td><td>10 November 2015</td></tr><tr><td>Proposed Mill Wall Arched Panels</td><td>CX1387/SK05</td><td>10 November 2015</td></tr><tr><td>Proposed Rear Railway Station</td><td>CX1387/SK06 rev B</td><td>10 November 2015</td></tr></tbody></table> <i>Reason: For the avoidance of doubt and in the interests of proper planning</i> | Title | | Received date | Location of Art Panels | CX1387 | 10 November 2015 | Proposed Mesh Banner Pilkington's Fenceline | CX1387/SK03 rev C | 10 November 2015 | Proposed Royal Mail Corner Signage | CX1387/SK04 rev D | 10 November 2015 | Proposed Mill Wall Arched Panels | CX1387/SK05 | 10 November 2015 | Proposed Rear Railway Station | CX1387/SK06 rev B | 10 November 2015 |
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| Proposed Rear Railway Station | CX1387/SK06 rev B | 10 November 2015 | | | | | | | | | | | | | | | | | |

Planning History

There is no relevant site history.