

Item 3d **16/00332/ADV**
Case Officer **Ian Heywood**
Ward **Adlington & Anderton**
Proposal **Restaurant signage (retrospective)**
Location **Retreat Restaurants**
 19 Church Street
 Adlington
 Chorley
 PR7 4EX
Applicant **Mr J Guest**
Consultation expiry: **14/06/2016**
Decision due by: **28/06/2016**

Recommendation

It is recommended that this application is approved.

Representations

Adlington Town Council: Has registered an objection to this application and the concurrent applications for planning permission and listed building consent. Their chief ground for objection to this application is that the details of the application do not include all the illuminated signs that are actually in place. This was corrected with an amended drawing.

One representation has been received objecting to the proposed development on the following summarised grounds:

- **‘The application is retrospective and should therefore be refused.’**

Consultees

Consultee	Summary of Comments received
Consultations were not requested for this application.	N/A

Assessment

The Site

1. The site consists of a grade II listed church building that was originally converted to an Indian restaurant, after deconsecration, in in early 1980s. The conversion and use of the site included an amount of signage, some of which being still in-situ when the current owner acquired the site last year.
2. The building is set back from the highway and includes an external terrace and seating area, parking, a grass verge and a pavement that altogether gives a separation distance of approximately 30 metres. The existing signage included a column mounted typical pub style illuminated sign set within the grass verge and non-illuminated signs close to the building.
3. The site is within the settlement of Adlington and is an established restaurant business, albeit that the particular business ceased trading a couple of years ago. As a result the site had become neglected and the building was in desperate need of repairs and refurbishment.

4. Permission was granted recently for repairs and refurbishment works including a new extension to the building. These works have been completed but additional works have also been undertaken for which concurrent applications to this one have been submitted.

The Proposal

5. This application seeks Advertisement Consent for signage, both illuminated and non-illuminated for the new restaurant business.

Assessment

The main issues are as follows:-

Issue 1 – The visual impact of the advertisements on the surrounding area

Issue 2 – Public safety

6. Consideration of the proposal has had regard to guidance contained within the National Planning Policy Framework (the Framework).

The visual impact of the advertisements on the surrounding area

7. Paragraph 67 of the National Planning Policy Framework (the Framework) 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. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.
8. In this case the advertisements for which consent is sought replace, in some cases, existing signage and in others install new signage entirely. This signage is of a contemporary high quality design and materials that befit the stylish high quality finish to be found in the building and its new extension. They are placed in what are considered to be appropriate locations and are of appropriate sizes, illuminated in a limited number of cases.
9. The signage is considered to complement the building and its new business and as such to enhance the appearance of the immediate area.
10. As such they are considered to be in conformity with the Framework.

Public safety

11. The site is an existing restaurant business. The proposed signage is that which is typically associated with this type of operation in this sort of location – there is a public house adjacent with some similar signs, albeit not as many.
12. As such it is considered that the signage does not cause harm to public safety.

Overall Conclusion

13. The signage for which permission is sought does not result in any material harm to the appearance of the area – quite the reverse, it enhances it, and does not result in any harm being caused to public safety. Therefore it is considered that the adverts are in accordance with the Framework and the application is accordingly recommended for approval.

Planning Policies

In accordance with s.38 (6) Planning and Compulsory Purchase Act (2004), the application is to be determined in accordance with the development plan (the Central Lancashire Core Strategy, the Adopted Chorley Local Plan 2012-2026 and adopted Supplementary Planning Guidance), unless material considerations indicate otherwise. Consideration of the proposal has had regard to guidance contained within the National Planning Policy Framework (the Framework) and the development plan. The specific policies/ guidance considerations are contained within the body of the report.

Planning History

81/00750/FUL	Change of use to restaurant	PERFPP	01.12.1981
85/00149/ADV	Canopy	PERFPP	02.04.1985

85/00150/ADV	Two illuminated signs	PERFPP	02.04.1985
85/00221/FUL	Retention of canopy	PERFPP	02.04.1985
15/00578/FUL	Single storey side extension	PERFPP	04.08.2016
15/00628/LBC	Single storey side extension	PERLBC	04.08.2015
16/00350/FUL	Revised elevations, signage	Pending consideration	
16/00351/LBC	revised elevations, signage	Pending consideration	

Suggested Conditions

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

Proposed Elevations -signage 6519/9 REV C 16 June 2016
Location Plan 8 April 2016

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