

APPLICATION REPORT – 18/00100/ADV

Validation Date: 12 March 2018

Ward: Clayton-le-Woods West And Cuerden

Type of Application: Advertisement

Proposal: Application for Advertisement Consent for: Plastic promotional banner on front (western) elevation of 1 Lancaster Avenue, plastic promotional banner to north of site and A-board on corner of Lancaster Lane and Lancaster Avenue.

Location: Teddy Towers 1 Lancaster Avenue Clayton-Le-Woods Leyland PR25 5TD

Case Officer: Chris Smith

Applicant: Miss Victoria Adams

Agent:

Consultation expiry: 4 April 2018

Decision due by: 7 May 2018

RECOMMENDATION

1. It is recommended that advertisement consent is refused.

SITE DESCRIPTION

2. The proposed advertisements relate to the children's day nursery 'Teddy Towers', which occupies the large detached building located at no. 1 Lancaster Avenue. The application for advertisement consent consists of three separate sites along Lancaster Avenue, which lie within the settlement area of Clayton-le-Woods.
3. The immediate locality is predominantly residential and suburban in character, although there is some variety with regards to neighbouring land use, where Willowbank Care Home is also located on the eastern side of Lancaster Avenue and to the north of 1 Lancaster Avenue.
4. The application for advertisement consent relates to three separate sites located along Lancaster Avenue including the principal elevation of no. 1 Lancaster Avenue, the public footpath on the corner of Lancaster Avenue and Lancaster Lane and in the grounds of Willowbank Care Home.

DESCRIPTION OF PROPOSED DEVELOPMENT

5. The application seeks advertisement consent for the following signs:
6. Sign 1 - A wooden framed promotional banner sign to be erected along the northern site boundary of Willowbank Care Home. This would be approximately 1.9m high and 2.4m wide.
7. Sign 2 - A plastic promotional banner has been installed at first floor level on the principal elevation of no. 1 Lancaster Avenue. The sign measures approximately 2.4m by 0.6m.

8. Sign 3 - A free standing A-board to be located on the public footpath located at the junction of Lancaster Avenue and Lancaster Lane. This would be approximately 1.2m high and 0.6m wide.

REPRESENTATIONS

9. Three representations of objection to the proposed advertisements have been received from neighbouring occupiers. The following reasons were cited as to why the proposed advertisements would be unacceptable:
 - Signage is an eyesore and not in keeping with the character of the area
 - Sign at the corner of Lancaster Avenue and Lancaster Lane is an unnecessary intrusion
 - Additional signage in a residential neighbourhood is unnecessary and would result in further blight to the neighbourhood

CONSULTATIONS

10. Clayton-le-Woods Parish Council – Have not commented
11. Lancashire Highway Services – Confirmed they have no objections to signs 1 and 2 but object to the proposed A-board (sign) 3, see main body of report.

PLANNING CONSIDERATIONS

12. Paragraph 67 of the National Planning Policy 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.
13. Only those advertisements that will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment.
14. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Impact on amenity

15. The proposed promotional banner (sign 1) to be located along the northern site boundary of Willowbank Care Home would be similar in size and scale to an existing nearby sign also located within the grounds of the Care Home. Despite this, it is considered that the proposed sign would lead to an accumulation of signage in what is a mainly residential locality, largely free from advertisement signage. It is therefore considered that the proposed sign would be an overly prominent feature within the street scene that would have an unacceptable adverse impact on the visual amenity of the built environment in this location.
16. The application site already contains one advertisement sign, which benefits from deemed consent and does not therefore require advertisement consent. Given the presence of this existing sign and the predominantly residential character of the immediate locality, it is considered that the proposed plastic promotional banner (sign 2), which would occupy a higher and more prominent position than the existing sign, would be poorly positioned, and would lead to an unnecessary accumulation of signage. It would be an overly prominent and visually discordant feature in the context of this locality, which would have an unacceptable adverse impact on the visual amenity of the area.
17. The A-board (Sign 3) would be located on the public footpath at the corner of Lancaster Avenue and Lancaster Lane. The site is visible from numerous public vantage points and as there are several built structures already located at the site it is considered that the sign would lead to an accumulation of features on the public footpath that would not reflect the

predominantly residential context of the immediate locality. It is considered that it would be poorly positioned and would have an unacceptable adverse impact on the visual amenity of the area.

Public safety

18. Lancashire County Council Highway Services have confirmed that they have no objections to signs 1 and 2 – the wooden framed promotional sign and the plastic banner. It is not considered that these signs would have any unacceptable adverse impact on public safety.
19. The free standing A-board (sign 3), would be located on the corner of Lancaster Avenue and Lancaster Lane. Lancashire County Council Highways Services stated that this sign would be located within the adopted highway and given that advertising signs are not permitted in the adopted highway in accordance with the Highways Act 1980, they would have to object to the placing of the proposed sign.
20. Although the proposed A-board sign would be relatively modest in term of its size, it would occupy a prominent corner location, where Lancaster Lane intersects with Lancaster Avenue and given that it is located within the adopted public highway it is considered that the proposed sign would have the potential for driver distraction, which is harmful to highway safety.

CONCLUSION

21. The proposed A-board sign (sign 3) would result in detrimental harm to the visual amenity of the area due to its prominent location, and because it would be located on the adopted public highway it would have the potential to be an unduly distracting feature in the street scene. The proposed signs 1 and 2 would result in detrimental harm to the visual amenity and character of the area. Therefore, it is considered that the proposed signs would not be in accordance with the Framework and the signs are accordingly recommended for refusal.

REASON FOR REFUSAL

22. The proposed A-board sign (sign 3) would result in detrimental harm to the visual amenity of the area due to its prominent location, and because it would be located on the adopted public highway it would have the potential to be an unduly distracting feature in the street scene, which is harmful to highway safety. The proposed signs 1 and 2 would result in detrimental harm to the visual amenity and character of the area. It is not considered, therefore, that the proposed signs would be in accordance with the Framework and they are accordingly recommended for refusal.

RELEVANT HISTORY OF THE SITE

Ref: 04/00157/INV **Decision:** APPVAL **Decision Date:**
Description: Two storey side extension, single storey rear extension and single storey link to existing garage and formation of pitched roof over garage,,

Ref: 04/00795/FUL **Decision:** REFFPP **Decision Date:** 6 September 2004
Description: Two storey side extension, single storey rear extension and single storey link to existing garage and formation of pitched roof over garage,,

Ref: 05/00633/FUL **Decision:** REFFPP **Decision Date:** 21 September 2005
Description: Erection of a two storey rear extension and the erection of a single storey side and rear extension

Ref: 5/1/03117 **Decision:** REFOPP **Decision Date:** 1 November 1968
Description: Outline application for four detached houses.

Ref: 18/00100/ADV **Decision:** PCO **Decision Date:**

Description: Application for Advertisement Consent for: Plastic promotional banner on front (western) elevation of 1 Lancaster Lane, plastic promotional banner to north of site and A-board on corner of Lancaster Lane and Lancaster Avenue.

Ref: 78/01163/FUL **Decision:** WDN **Decision Date:** 31 December 1978
Description: Housing development

Ref: 78/01190/FUL **Decision:** PERFPP **Decision Date:** 12 January 1979
Description: 15 bungalows/20 houses, Plots 92-126 inclusive

Ref: 96/00239/FUL **Decision:** PERFPP **Decision Date:** 22 May 1996
Description: First floor side extension (renewal of planning permission 9/91/322),

Ref: 14/01332/FUL **Decision:** PERFPP **Decision Date:** 13 March 2015
Description: Proposed change of use from dwelling to children's day nursery

Ref: 15/01032/DIS **Decision:** PEDISZ **Decision Date:** 3 December 2015
Description: Application to discharge conditions 5 (acoustic fence details), 6 (storage of refuse), 8 (storage of bicycles) and 9 (landscaping) of permission ref: 14/01332/FUL (which was for change of use from dwelling to children's day nursery).

Ref: 91/00322/FUL **Decision:** PERFPP **Decision Date:** 6 June 1991
Description: Two-storey side extension

Ref: 86/00158/FUL **Decision:** PERFPP **Decision Date:** 7 April 1986
Description: Two storey side extension to form garage and games room

Ref: 86/00041/FUL **Decision:** WDN **Decision Date:** 14 March 1986
Description: Renewal of permission for games room extension

Ref: 84/00631/OUT **Decision:** REFOPP **Decision Date:** 13 November 1984
Description: Outline application for 1 detached house

Ref: 81/00117/FUL **Decision:** PERFPP **Decision Date:** 23 February 1981
Description: Games room extension

Ref: 75/00114/OUT **Decision:** REFOPP **Decision Date:** 30 April 1975
Description: Outline application for house