

APPLICATION REPORT – 19/00046/ADV

Validation Date: 24 January 2019

Ward: Brindle And Hoghton

Type of Application: Advertisement

Proposal: Application for advertisement consent for the display of an externally illuminated post mounted advert sign

Location: Holmes Farm Sandy Lane Brindle Chorley PR6 8LZ

Case Officer: Mr Iain Crossland

Applicant: Mr Gerard Singleton

Agent: Mr John Welbank

Consultation expiry: 28 February 2019

Decision due by: 21 March 2019

RECOMMENDATION

1. It is recommended that advertisement consent is granted.

SITE DESCRIPTION

2. The application site is located within the Green Belt to the north of Sandy Lane and Holmes Farm, adjacent to the M61 Motorway at Brindle. The wider site comprises agricultural buildings and to the rear a warehouse type building that accommodates a gin distillery, brewery and bar. The site is adjacent to Sandy Lane and the M61 motorway, however, there are some dwellings to the south of the site on the opposite side of Sandy Lane. The site is located in a rural area, but is close to the settlement area of Clayton le Woods.

DESCRIPTION OF PROPOSED DEVELOPMENT

3. This application seeks advertisement consent for the display of an externally illuminated post mounted advert sign. The sign would measure 2m by 1.4m and the base of the sign would be 2.2m from the ground resulting in a total height of 3.6m.

REPRESENTATIONS

4. One letter of objection has been received setting out the following issues:
 - The sign is out of character in the context of the locality.
 - Intrusive impact of external illumination.
 - Impact on the Green Belt.
 - Already an existing sign.

CONSULTATIONS

5. **Regulatory Services - Environmental Health:** Have commented that the proposal should not result in any light nuisance at neighbouring residential properties. Therefore, they have no objection to the application.

6. **Brindle Parish Council:** Have commented that the sign is totally unacceptable in this part of Brindle. The illuminated sign is totally out of character and not sympathetic in this non-commercial area. There is no other street lighting nearby and it would be intrusive for nearby residents who have no light pollution and enjoy a rural tranquil environment. It is within the Green Belt and there is already an existing sign.
7. **Lancashire Highway Services:** Have no objection.

PLANNING CONSIDERATIONS

8. 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.

Impact on amenity

9. The application site comprises the dwelling at Holmes Farm, several agricultural buildings and a warehouse type building that is in use as a distillery and bar. The dwelling and buildings that are located closest to Sandy Lane are characterful buildings that are faced in stone and there is a stone wall along the frontage of Sandy Lane, behind which the sign would be located.
10. The proposed sign would be of simple two tone design mounted onto posts in the ground behind the wall that fronts Sandy Lane. The sign would be externally illuminated by an LED strip light positioned along the top of the sign. It is noted that there are structures including street lights and signs near to the site, however, advertisement signs are uncommon. The simple design and modest scale of the sign would be suitable for such a characterful location and would not be harmful to the character of the location. The external illumination would be directed towards the sign and would be of a relatively low light level. As such it would not result in overly intrusive light levels or spillage.
11. Although adverts are fairly uncommon in the wider locality the proposed signage would not appear unusual given the presence of the distillery and bar and would provide a useful indicator as to the location of the Brindle Distillery establishment. Aside from the dwelling at Holmes Farm, which is in the ownership of the applicant, the proposed sign would be located approximately 38m from the nearest property at Silverdale with intervening trees and vegetation. As the sign would be viewed at some distance from this property and any views would be filtered by the landscaping.
12. Overall it is considered that the proposed signage is not detrimental to the character of the area. It is, therefore, considered that the proposal has no unacceptable impact on the surrounding area.
13. The following sign is proposed:
 - 1 x externally illuminated post mounted advert sign with a base height of 2.2m and dimensions measuring 1.4m x 2m x 0.02m.
14. On this basis it is not considered that the proposed signage is harmful to the character or amenity of the area given its simple nature when viewed in the context of locality. The development is, therefore, in accordance with paragraph 67 of the Framework.

Public safety

15. The site is located adjacent to Sandy Lane and approximately 7m from the carriageway. LCC Highways does not have any objections to the proposal and is of the opinion that the sign would not have a significant impact on highway safety, capacity or amenity in the immediate vicinity of the site. It is, therefore, considered that the proposed sign would not cause harm to public safety.

CONCLUSION

16. The proposed advertisement sign would not result in any significant detrimental harm to the character of the area or public safety. Therefore, it is considered that the proposed advertisement is in accordance with the Framework and the application is accordingly recommended for approval.

RELEVANT HISTORY OF THE SITE

Ref: 00/00726/FUL **Decision:** REFFPP **Decision Date:** 2 November 2000
Description: Erection of 22.5m lattice tower, 6 antennas, 2 microwave dishes, 1 equipment cabin and ancillary apparatus

Ref: 01/00159/MAS **Decision:** PERMAS **Decision Date:** 28 March 2001
Description: Prior notification of siting of telecommunications equipment consisting of 15 metre pole, 9 antennas, 2 communication dishes and 1 equipment cabin

Ref: 18/00324/FUL **Decision:** REFFPP **Decision Date:** 30 May 2018
Description: Erection of building and plant comprising gin distillery and bar (retrospective)

Ref: 18/00613/FUL **Decision:** PERFFPP **Decision Date:** 16 August 2018
Description: Erection of buildings and plant comprising gin distillery (retrospective)

Ref: 18/00975/FUL **Decision:** PERFFPP **Decision Date:** 12 December 2018
Description: Change of use from gin distillery to gin distillery and public bar including associated tours and events

Ref: 19/00047/AGR **Decision:** WDN **Decision Date:** 15 February 2019
Description: Agricultural determination for the erection of an agricultural machinery and grain store

Ref: 19/00066/FUL **Decision:** PCO **Decision Date:** Pending
Description: Section 73 application to vary condition no. 6 (no music) attached to planning permission 18/00975/FUL (change of use from gin distillery to gin distillery and public bar including associated tours and events) to enable background music to be played during events and within the bar

RELEVANT POLICIES: The National Planning Policy Framework.

Suggested conditions

No.	Condition															
1.	<p>The limits of the illuminance shall not exceed 300 candela per square metre in accordance with the approved plans.</p> <p><i>Reason: to avoid glare, dazzle or distraction to passing motorists.</i></p>															
2.	<p>The development shall be carried out in accordance with the following plans:</p> <table border="1"> <thead> <tr> <th>Title</th> <th>Reference</th> <th>Received date</th> </tr> </thead> <tbody> <tr> <td>Location Plan</td> <td>N/A</td> <td>08 January 2019</td> </tr> <tr> <td>Site Plan</td> <td>N/A</td> <td>22 January 2019</td> </tr> <tr> <td>Proposed design</td> <td>N/A</td> <td>15 January 2019</td> </tr> <tr> <td>Proposed position</td> <td>N/A</td> <td>15 January 2019</td> </tr> </tbody> </table> <p><i>Reason: For the avoidance of doubt and in the interests of proper planning.</i></p>	Title	Reference	Received date	Location Plan	N/A	08 January 2019	Site Plan	N/A	22 January 2019	Proposed design	N/A	15 January 2019	Proposed position	N/A	15 January 2019
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