

APPLICATION REPORT – 19/00163/ADV

Validation Date: 22 February 2019

Ward: Chorley North West

Type of Application: Advertisement

Proposal: Application for advertisement consent for the display of 347no. non-illuminated car park signs.

Location: Chorley And South Ribble District General Hospital Preston Road Chorley PR7 1PP

Case Officer: Chris Smith

Applicant: ParkingEye Ltd

Agent: N/A

Consultation expiry: 19 March 2019

Decision due by: 19 April 2019

RECOMMENDATION

1. It is recommended that advertisement consent is granted subject to conditions.

SITE DESCRIPTION

2. The application relates to the car park at Chorley Hospital which is located within the settlement area of Chorley and the immediate locality is relatively mixed in terms of character and land uses. The car park provides approximately 800 car parking spaces which sit within and around the main cluster of hospital buildings.

DESCRIPTION OF PROPOSED DEVELOPMENT

3. The application seeks advertisement consent (retrospectively) for the display of 347no. non-illuminated signs which are being used in conjunction with an automatic vehicle number plate recognition system (ANPR). The signs face in towards the car park and are mounted on lighting columns, signage poles, barrier boxes, walls and fences. The signs are sited at various locations within the car park as shown on the submitted site location plan.
4. The application has been submitted in conjunction with an application for planning permission for the installation of the equipment required to facilitate the provision of the ANPR system (ref 19/00162/FUL).

REPRESENTATIONS

5. Three representations have been received citing the following grounds of objection:
 - People visiting the hospital may have no other choice than to travel by car and often don't have the energy to contest a wrongly issued parking charge notice.
 - The signs have been installed without going through proper planning procedures.

- The installation of ticket machines has meant that children and pensioners have been queuing within roads which is highly hazardous.
- The machines are not fit for purpose and are not illuminated so as to be easily useable at night time.
- The ANPR system has known flaws which cause a lot of stress to people who attend the hospital.
- The application has been submitted two months after the apparatus and signs were installed.
- The system that has been installed does not function correctly on a daily basis.

CONSULTATIONS

6. Lancashire County Council Highway Services (LCC) – Have confirmed that they have no objections regarding the proposed signs and are of the opinion that they do not have an adverse impact on highway safety.

PLANNING CONSIDERATIONS

7. The National Planning Policy Framework states that the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Impact on amenity

8. Whilst it is acknowledged that a relatively large number of signs are being displayed, it is considered that they are relatively unobtrusive and are not highly visible or overly prominent features within the street scene. In terms of design, size and scale the signs are considered to be typical of a car park of this type and they are viewed entirely within the context of the existing site, hospital buildings and other associated infrastructure such as lighting columns and other existing hospital signs.

Public safety

9. The signs are of a size and scale normally associated hospital car parks. They are viewed in the context of the wider site and are not unduly prominent or distracting in the street scene. LCC Highways have stated that they do not have any objections to the signs and are of the opinion that they do not have an adverse impact on highway safety.

Other matters

10. Whilst it is acknowledged that objections have been raised that the ANPR system has not been functioning correctly, this application relates only to the display of signs which are subject to control only in the interests of amenity and public safety.

CONCLUSION

11. The signs do not result in any detrimental harm to the visual amenity or character of the area or public safety. Therefore, it is considered that the advertisements accord with the Framework and the application is accordingly recommended for approval.

RELEVANT POLICIES: The National Planning Policy Framework

RELEVANT HISTORY OF THE SITE

There is a lengthy planning history associated with the hospital, however, it is not considered to be relevant to this application for advertisement consent.

Suggested conditions

1. The consent hereby granted is for a period not exceeding FIVE YEARS from the date of this consent.

Reason - Required to be imposed pursuant of the Town and Country Planning (Control of Advertisements) Regulations 2007.

2. The signs hereby permitted shall be displayed in accordance with the approved plans below:

Title	Plan Ref	Received On
Location Plan	C-24049-001 Rev: A	22 February 2019
Signage Plan	C-24049-037 Rev: A	22 February 2019
Signage Plan	C-24049-036 Rev: A	22 February 2019
Signage Plan	C-24049-035 Rev: A	22 February 2019
Signage Plan	C-24049-34 Rev: A	22 February 2019
Signage Plan	C-24049-033 Rev: A	22 February 2019
Signage Plan	C-24049-032 Rev: A	22 February 2019
Signage Plan	C-24049-03 Rev: A	22 February 2019
Design and Access Statement	N/A	22 February 2019

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