

APPLICATION REPORT – 19/00235/ADV

Validation Date: 13 March 2019

Ward: Chorley North West

Type of Application: Advertisement

Proposal: Illuminated fascia sign to main entrance

Location: Primrose Gardens Retirement Living Fleet Street Chorley

Case Officer: Caron Taylor

Applicant: Chorley Council

Agent: N/A

Consultation expiry: 17 April 2019

Decision due by: 8 May 2019

RECOMMENDATION

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

SITE DESCRIPTION

2. The application building is an extra care apartment scheme, currently nearing completion. The application is required to be reported to committee as it is submitted by the Council.

DESCRIPTION OF PROPOSED DEVELOPMENT

3. The application seeks advertisement consent for the display of 1no. illuminated fascia sign to the main entrance of the building.

REPRESENTATIONS

4. No representations have been received.

CONSULTATIONS

5. Lancashire County Council Highway Services (LCC) – Have confirmed that they do not have any objections regarding the proposed illuminated fascia sign.

PLANNING CONSIDERATIONS

6. 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

7. Whilst the proposed sign would be visible within the street scene to the west of the site, it would be relatively modest in terms of size and scale above the main entrance door to the building. It is not considered that the proposed sign would be an overly prominent feature in the street scene. It would be illuminated with the logo and word 'Primrose' halo lit and the word 'Gardens' internally illuminated.

8. The sign would face towards the rear of a doctor's surgery and it is not considered it would have an unacceptable impact on amenity.

9. It is noted that there is a late-night pharmacy opposite the site which has illuminated signage so it would not be out of keeping in the area.

Public safety

10. The proposed sign would be of a size and scale normally associated with a building of this type. It would be viewed in the context of the area and would not be unduly prominent or distracting in the street scene. LCC Highways have stated that they do not have any objections to the proposed sign and are of the opinion that it would not have an adverse impact on highway safety.

CONCLUSION

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

RELEVANT POLICIES: The National Planning Policy Framework.

RELEVANT HISTORY OF THE SITE

Ref: 78/01006/OUT **Decision:** PEROPP **Decision Date:** 1 October 1979
Description: Automatic Telephone Exchange

Ref: 86/00241/FUL **Decision:** PERFPP **Decision Date:** 5 August 1986
Description: Extension to existing car park (approximately 0.25 Ha)

Ref: 16/00298/FULMAJ **Decision:** PERFPP **Decision Date:** 29 June 2016
Description: Demolition of existing hire shop and assembly hall and the erection of a 65 apartment extra-care facility with replacement dance hall and a cafe/restaurant on the site of Fleet Street long-stay car park.

Ref: 17/00388/DIS **Decision:** PEDISZ **Decision Date:** 1 November 2017
Description: Application to discharge conditions 2 (archaeological assessment), 5 (samples), 8 (surface water drainage), 9 (foul water drainage), 12 (surface water drainage), 13 (foul water drainage), 14 (remediation statement), 15 (photographic record of HSS Hire building), 18 (air-conditioning specification) and 19 (construction method statement) of permission ref: 16/00298/FULMAJ (which was for demolition of existing hire shop and assembly hall and the erection of a 65 apartment extra-care facility with replacement dance hall and cafe/restaurant).

Ref: 17/00430/MNMA **Decision:** PEMMAZ **Decision Date:** 3 July 2017
Description: Application for minor non-material amendments to permission ref: 16/00298/FULMAJ (which was for demolition of existing hire shop and assembly hall and the erection of a 65 apartment extra-care facility with replacement dance hall and a cafe/restaurant on the site of Fleet Street long-stay car park) to re-profile the roof from a mansard-type construction to a double-pitch; omit diapered brickwork in feature panels to be replaced with a tumbled-red brick in a Flemish bond with projecting headers; lower window cills in feature panels to match the window sizes throughout the scheme, omit ambulance canopy to main entrance; change in finished floor levels to accommodate service runs within ground floor ceiling void and replace block pavements to the car park area with tarmac finish.

Ref: 17/00671/MNMA **Decision:** PEMMAZ **Decision Date:** 1 November 2017
Description: Application for a minor non-material amendment to permission ref: 16/00298/FULMAJ (which was for demolition of existing hire shop and assembly hall and the erection of a 65 apartment extra-care facility with replacement dance hall and a cafe/restaurant on the site of Fleet Street long-stay car park) to add 2no. additional windows and 2no. additional skylights.

Ref: 17/01037/MNMA **Decision:** PEMMAZ **Decision Date:** 1 November 2017
Description: Application for a minor non-material amendment to remove infill mansard roof on part of building to be replaced with valley roof

Ref: 18/00224/CB3 **Decision:** PERFPP **Decision Date:** 25 April 2018
Description: Installation of existing CCTV camera on 8m pole

Ref: 18/01052/DIS **Decision:** PEDISZ **Decision Date:** 6 March 2019
Description: Application to discharge condition 17 (biodiversity) and condition 18 (air conditioning) of planning permission ref: 16/00298/FULMAJ (Demolition of existing hire shop and assembly hall and the erection of a 65 apartment extra-care facility with replacement dance hall and a cafe/restaurant on the site of Fleet Street long-stay car park).

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 sign hereby permitted shall be displayed in accordance with the approved plans below:

Title	Plan Ref	Received On
Site Plan with Site Location	N/A	13 th March 2019
Location Plan	N/A	13 th March 2019
Construction Visuals	N/A	13 th March 2019

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

3. The limits of the illuminance shall not exceed 1000 candela per square metre in accordance with the approved plans.

Reason: To avoid glare, dazzle or distraction to passing motorists