

APPLICATION REPORT – 19/00437/ADV

Validation Date: 7 May 2019

Ward: Chorley North West

Type of Application: Advertisement

Proposal: Building mounted signage to new digital hub.

Location: Land 200M North of Derian House Euxton Lane Chorley PR7 1PS

Case Officer: Caron Taylor

Applicant: Chorley Council

Agent: Howarth Litchfield

Consultation expiry: 7 June 2019

Decision due by: 2 July 2019

RECOMMENDATION

It is recommended that advertisement consent is granted.

SITE DESCRIPTION

The Digital Hub building at Strawberry Fields is located on Euxton Lane and is currently nearing completion. This application is required to be reported to committee as the council is the applicant.

DESCRIPTION OF PROPOSED DEVELOPMENT

The application seeks advertisement consent for the display of 2no. illuminated signs.

RELEVANT HISTORY OF THE SITE

Ref: 15/00096/SCE **Decision:** PESCEZ **Decision Date:** 18 February 2015
Description: Request for Screening Opinion Pursuant to Regulation 5 of The Town and Country Planning (Environmental Impact Assessment) (England and Wales) Regulations 2011 for a mixed-use development comprising Digital Health Park, light industrial/employment units (B1/B2/B8), care home and specialist care facility (C2), local convenience store (A1), family pub (A4), residential units (C3), and associated access, landscaping and infrastructure.

Ref: 15/00224/OUTMAJ **Decision:** PERFPP **Decision Date:** 4 December 2015
Description: Outline application (specifying access only) for a mixed-use development comprising Digital Health Park, industrial/employment units (Use Classes B1/B2/B8); Care Home and Specialist Care Facility (Use Class C2); local convenience store (Use Class A1); family pub (Use Class A4) and/or medical centre (Use Class D1); residential units (Use Class C3) and associated access, landscaping and infrastructure.

Ref: 16/00337/REMMAJ **Decision:** PERRES **Decision Date:** 13 May 2016

Description: Reserved matters application (for the appearance, landscaping, layout and scale) for the erection of a digital office park (use class B1); data centre (use class B8) and business centre units (use classes B1/B2/B8), associated spine road and car parking (associated with outline planning permission ref: 15/00224/OUTMAJ).

Ref: 16/01096/OUTMAJ **Decision:** PDE **Decision Date:** Pending

Description: Application to vary conditions 2, 30, and 31 (section 73 application) of planning permission ref: 15/00224/OUTMAJ (which was for a mixed use development comprising Digital Health Park, industrial/employment units (Use Classes B1/B2/B8); Care Home and Specialist Care Facility (Use Class C2); local convenience store (Use Class A1); family pub (Use Class A4) and/or medical centre (Use Class D1); residential units (Use Class C3) and associated access, landscaping and infrastructure), to substitute a new parameters plan under condition 2 to swap the location of residential use and care home and specialist care facility uses on the site. Also to vary conditions 30 and 31 to reflect the new parameters plan reference.

Ref: 18/00046/DIS **Decision:** PCO **Decision Date:** Pending

Description: Application to discharge conditions 1 (phasing plan); 5 (samples of materials); 7 (ground contamination); 11 (construction method statement); 16 (surface water drainage); 17 (foul water drainage); 20 (site access and off site highway works); 21 (estate street phasing); 22 (future management and maintenance of streets); 23 (construction details of streets); 26 (risk assessment) and 30 (services provision) of outline planning permission ref:15/00224/OUTMAJ (which was for the means of access for a mixed use development comprising Digital Health Park, industrial/employment units (Use Classes B1/B2/B8) ; Care Home and Specialist Care Facility (Use Class C2) ; local convenience store (Use Class A1) ; family pub (Use Class A4) and/or medical centre (Use Class D1) ; residential units (Use Class C3) and associated access, landscaping and infrastructure) and conditions 3 (amphibian crossing tunnels), 5 (elevational treatment below FFL and 6 (noise assessment) of reserved matters consent ref. 16/00337/REMMAJ (which was for the appearance, landscaping, layout and scale) for the erection of a digital office park (use class B1) ; data centre (use class B8) and business centre units (use classes B1/B2/B8), associated spine road and car parking (associated with outline planning permission ref: 15/00224/OUTMAJ).

Ref: 18/00161/FUL **Decision:** PERFPP **Decision Date:** 17 April 2018

Description: Widen existing access, re-surface area using reinforced concrete

Ref: 18/00316/FUL **Decision:** PERFPP **Decision Date:** 8 June 2018

Description: Temporary construction access

Ref: 18/00373/MNMA **Decision:** PEMNMZ **Decision Date:** 2 August 2018

Description: Minor non-material amendment to the development approved under reserved matters consent 16/00337/REMMAJ (Reserved matters application (for the appearance, landscaping, layout and scale) for the erection of a digital office park (use class B1); data centre (use class B8) and business centre units (use classes B1/B2/B8), associated spine road and car parking (associated with outline planning permission ref:15/00224/OUTMAJ) involving changes to the Digital Office building to include omission of overhanging features, substitution of materials from cladding to render and brick and reduction in glazing, reduced FFL from 80.000 to 76.500; amendments to car parking layout and relocation of substation to the north east of the site; and removal of 2no. trees.

Ref: 18/01115/MNMA **Decision:** PEMNMZ **Decision Date:** 19 December 2018

Description: Amendment to approved scheme (ref: 15/00224/OUTMAJ) to substitute a revised parameters plan so that: 1) use classes A1 and A4 are no longer relevant to the proposed development; 2) use class C2 is now located left of the proposed access point; 3) use class D1 has been reduced at the entrance to the site but is now also located at the far north; 4) use classes B1 / B2 and B8 are also located at the far north of the site and have retained their position south of the spine road; 5) use class C3 has been shifted slightly to the right to accommodate the previous point.

REPRESENTATIONS

None representations have been received.

CONSULTATIONS

Lancashire Highway Services – No comments have received to date. Any received will be report on the committee Addendum.

PLANNING CONSIDERATIONS

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

Two signs are proposed, one on the south elevation and one on the north elevation of the building. They would both be the same. Whilst the proposed sign on the south elevation would be highly visible from Euxton Lane, as is intended, it would be appropriately sited close to the top of the façade of the building. It is not considered that the proposed sign would be a visually discordant feature and a sign would be expected in the location proposed. The logo itself would be illuminated internally but the words ‘Strawberry Fields Digital Hub – Chorley’ would not be illuminated. This is considered an appropriate method of lighting, that would draw attention to the site without it making it overly prominent. The sign on the north side of the building would face inwards towards the wider Strawberry Fields site and would not appear as prominent in the wider area.

Public safety

The proposed signs would be of a size and scale appropriate to the building and would not be unduly prominent or distracting, for example to drivers.

CONCLUSION

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

RELEVANT POLICIES: The National Planning Policy Framework (the Framework).

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 development hereby permitted shall be carried out in accordance with the approved plans below:

| Title | Received On |
|--|--------------------------|
| Overall Sign Size | 7 th May 2019 |
| Logo Fixing Solution | 7 th May 2019 |
| Text Size and Construction Details | 7 th May 2019 |
| Photo Montages Showing Signage | 7 th May 2019 |
| Site Plan General Arrangement Option 4 | 7 th May 2019 |

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

3. The limits of the illuminance shall not exceed 900 candela per square metre in accordance with the approved plans.

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