

APPLICATION REPORT – 23/00841/ADV

Validation Date: 26 October 2023

Ward: Chorley North West

Type of Application: Advertisement

Proposal: Application for advertisement consent for the display of 2no. non illuminated fascia signs

Location: The Gables Care Home 25 Southport Road Chorley PR7 1LF

Case Officer: Simon Lems

Applicant: Mrs Shameem Manzoor

Agent: N/a

Consultation expiry: 16 November 2023

Decision due by: 21 December 2023

RECOMMENDATION

1. It is recommended that advertisement consent is granted, subject to conditions.
2. This application is being brought to committee for determination as it has been requested by the Ward Councillor.

SITE DESCRIPTION

3. The application site is located within the settlement area of Chorley, on the southern side of Southport Road and the western side of Windsor Road, occupying the corner plot. The existing property is a semi-detached residential home for the elderly and is of a distinctive design. The immediate locality is characterised by similar properties albeit in different uses.

DESCRIPTION OF PROPOSED DEVELOPMENT

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

REPRESENTATIONS

5. Two representations have been received in objection to the proposal, citing the following:
 - A large advertising hoarding is not suitable or appropriate given the residential nature of the area.
 - Does the erection of advertising hoarding give anyone in a residential area permission to advertise any business they may be connected with in their front garden?
 - A small sign such as the one presently on the fire escape facing onto Windsor Road and clearly visible from Southport Road is surely big enough to register the buildings use and designation.

- The size of the advertising boards are very intrusive to my home, despite having a hedge over six foot the advertising sign is directly visible from my front room and extremely obtrusive.
- Overtime the signage has increased both in size and number.
- The size of the current signage appears more in keeping with a commercial area than a residential one.
- Westwood Care Home, another care home located on the same road and its signage remains more in keeping with a residential area of town.
- If this signage is approved, will that set a precedent for any private household or business to advertise their services on the same size and scale?

CONSULTATIONS

6. CIL Officers – Commented stating that this is not a chargeable development for the purposes of the Community Infrastructure Levy. Not CIL Liable.
7. Lancashire County Council (LCC) Highway Services – Commented stating that they do not have any objections regarding the proposed application for advertisement consent for the display of 2no. non illuminated fascia sign and are of the opinion that the proposed development will not have a significant impact on highway safety, capacity or amenity in the immediate vicinity of the site.

PLANNING CONSIDERATIONS

8. At paragraph 141 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

9. The application site is visually prominent along the southern side of Southport Road as well as at the eastern side of Windsor Road. The signs would be installed on white powder coated posts that have been inserted into the ground on the grass verge to the front of the property. One of the signs faces toward Southport Road and the other towards Windsor Road. The proposed signs are modest in scale and commensurate with the size of the building which they are advertising and are replacing previous signage of a similar character. Whilst the signs would be visible within the streetscene and from public vantage points located along Southport and Windsor Road, it is not considered that they would be unduly prominent and are of modest proportions such that they are not an overriding feature. In this case, it is considered that there would be no adverse impact on the amenities of the area.

Public safety

10. The proposed signs would be of a size and scale appropriate to the application site and would not be unduly prominent or distracting to drivers. LCC Highway Services have stated that they do not have any objections to the proposed advertisements and are of the opinion that they would not have a significant impact on highway safety. It is, therefore, considered that the proposed signs would not cause harm to public safety.

CONCLUSION

11. The proposed 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 advertisements accord with the Framework and the application is accordingly recommended for approval.

RELEVANT HISTORY OF THE SITE

Ref: 95/00087/FUL **Decision:** REFFPP **Decision Date:** 26 April 1995

Description: Two storey side extension,

Ref: 08/01083/ADV **Decision:** PERADV **Decision Date:** 2 January 2009

Description: Retrospective application for the retention of non-illuminated sign advertising a care home

Ref: 15/00851/FUL **Decision:** PERFPP **Decision Date:** 19 October 2015

Description: Demolition of existing conservatory and erection of a new orangery

Ref: 23/00841/ADV **Decision:** PCO **Decision Date:**

Description: Application for advertisement consent for the display of 2no. non illuminated fascia signs

Ref: 93/00296/FUL **Decision:** REFFPP **Decision Date:** 3 August 1993

Description: Two storey rear and side extension and erection of conservatory to rear

Ref: 92/00953/FUL **Decision:** PERFPP **Decision Date:** 9 February 1993

Description: First floor rear extension provision of external fire escape and construction of conservatory to rear

Ref: 84/00365/FUL **Decision:** PERFPP **Decision Date:** 6 August 1984

Description: Two storey extension to private rest house for the elderly

Ref: 82/00697/FUL **Decision:** PERFPP **Decision Date:** 7 December 1982

Description: Change of use to Private home for the elderly

Ref: 82/00649/FUL **Decision:** PERFPP **Decision Date:** 7 December 1982

Description: Change of use to Guest House with 5 bedrooms

RELEVANT POLICIES: The National Planning Policy Framework

Suggested Conditions

1. Advertisement 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	Plan Ref	Received On
Location Plan	Drawing 003	12 December 2023
Template for front signage	Drawing 002	12 December 2023
Photo of signs	Drawing 001	12 December 2023

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