

Application Recommended for Approve with Conditions

ADV/2021/0117

Cliviger With Worsthorne Ward

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Display 4no. flagpoles (5.5m high), two sided `V` board stack sign (5.2m high) and various sales signage (non-illuminated) at temporary sales site
Land to the West of Red Lees Road Cliviger Burnley

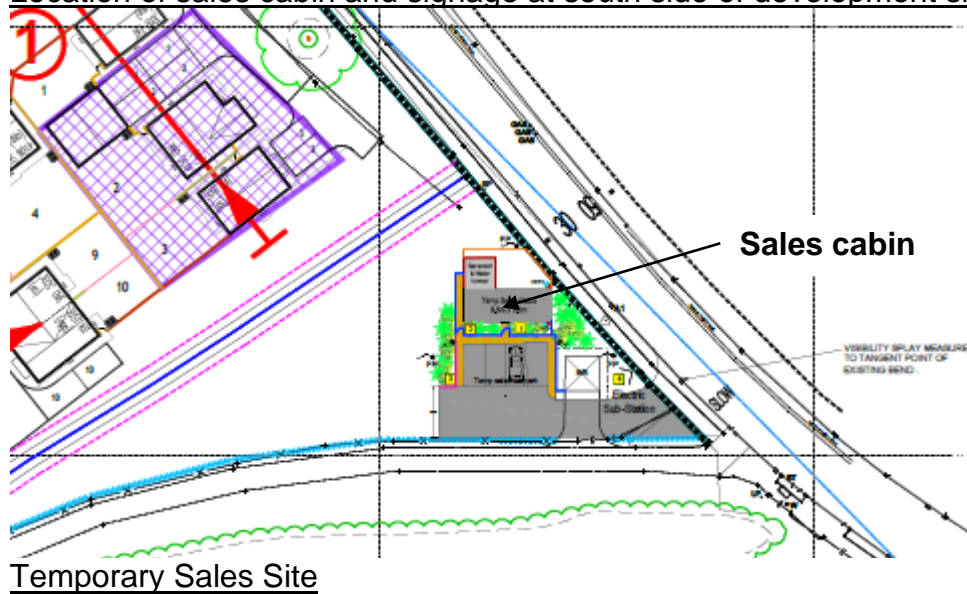
Applicant: Miller Homes Limited (North West)

The application is being considered by this Committee due to objections that have been received.

Background:

The proposal is for the temporary display of 4no. flagpoles, an entrance two sided stack sign and various low level freestanding signs at the newly formed sales area adjacent to the construction site for 125 dwellings at Red Lees Road.

Location of sales cabin and signage at south side of development site





The proposed signs are being displayed following the submission of the application, with the exception of one of the proposed flagpoles which is to be located to the rear side of the sales cabin.

All of the proposed signs are non-illuminated. A temporary period of five years (maximum period) is sought.

Relevant Policies:

Burnley`s Local Plan (July 2018)

TC8 – Shopfront and advertisement design

IC1 – Sustainable travel

Material Considerations

Supplementary Planning Document – Shopfront and Advertisement Design (June 2019)

The National Planning Policy Framework

Site History:

APP/2019/0155 – Residential development for the erection of 125 dwellings including means of access, areas of public open space and all associated works. Approved subject to s106 Agreement September 2020.

Consultation Responses:

LCC Highways

Any comments to be reported prior to the meeting.

Cliviger Parish Council

Question whether this should be a retrospective permission as the work appears to have been completed.

Publicity

Two letters of objection have been received from local residents, making the following comments:-

- Object because they have already been put up on site
- Removal of a section of dry stone wall

Planning and Environmental Considerations:

Principle of proposal

Consideration of the proposal relates to the proposed signage only, located at a temporary sales site associated with a development for 125 new dwellings which is expected to be on-going for a number of years. The National Planning Policy Framework affirms that Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Public amenity

Policy TC8 seeks to ensure good design and materials for advertisements and states that the design should be appropriate to the character of the existing building and streetscene in terms of its size, detailing and use of materials. The SPD on Shopfront and Advertisement Design describes good design for advertisements but does not relate to the type of temporary signs that are subject to this application.

Some signage is necessary as part of a sales area for new homes but should be proportionate to the development in hand. The proposed 4no. flagpoles and V shaped stack sign and low level signage around the visitor car park are in proportion to the scale of the development and are suitably designed and do not appear excessive or dominating. The impact of the proposed advertisements on public amenity is therefore acceptable.

Impact on public safety

The Framework states that the consideration of applications for advertisements must take account of public safety.

The proposed stack sign and flag poles do not obstruct visibility on Red Lees Road and are non-illuminated and unlikely to cause a distraction to motorists. Public safety would not, therefore, be significantly affected by the proposal.

Conclusion

The proposed advertisements would not adversely affect public amenity or safety and are therefore acceptable for the period that the sales area remains on the site.

Recommendation: Approve with conditions

Conditions

1. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
2. No advertisement shall be sited or displayed so as to
 - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.
6. Express consent is granted for the period of five years (from the date of this notice).
7. Any internal source of illumination shall be reduced in intensity if necessary and be maintained at an approved level (see note 5).
8. The approved advertisements shall be removed on or before the removal of the sales office/area at the site.

Reasons:

- 1 - 5 Required to be imposed by the Town and Country Planning (Control of Advertisement) Regulations 2007.
- 6 Imposed by Regulation 14 (7) (a).
- 7 To avoid glare, dazzle or distraction to passing motorists.
8. In the interests of visual amenities.

Janet Filbin
20th April 2021