

## **Application Recommended for REFUSAL**

**APP/2018/0037**

Daneshouse with Stoneyholme Ward

Express Consent to Display an Advertisement

Display of fascia sign (LED) (Resubmission of APP/2017/0483)

FALCON & FOXGLOVE, 9 MANCHESTER ROAD, BURNLEY

### **Background:**

Advertisement consent is sought for the display of an internally illuminated LED screen fascia sign of the company.

The same application was refused on 15<sup>th</sup> January 2018.

The applicant has re-submitted the application with the intention to reduce the illuminance levels which need to be agreed if Advert Consent is granted. These alterations do not overcome the reason for refusal from the previous application and the application remains contrary to policy as set out below.



The applicant is a Borough Councillor and the application has been called-in to the Development Control Committee to be decided.

No objections have been received.

### **Relevant Policies:**

Burnley Local Plan Second Review

BTC4 – Office, Business, Civic and Cultural Quarter of Burnley Town Centre

E12 – Development in, or Adjacent to Conservation Areas

E24 – Advertisements

Burnley's Local Plan: Proposed Submission Document – March 2017

TC2 – Development in Burnley and Padiham Town Centres

TC4 – Development Opportunities in Burnley Town Centre

HE2 – Designated Heritage Assets

TC8 – Shopfront and Advertisement Design

## NPPF – National Planning Policy Framework

### **Site History:**

APP/2017/0483 – Display of one external, static, illuminated, LED fascia sign (refused)

### **Consultation Responses:**

No representations made.

### **Planning and Environmental Considerations:**

The current proposal is also to be assessed against the Town and Country Planning (Control of Advertisements) Regulations 2007. Regulation 3 of the Town and Country Planning (Control of Advertisements) Regulations 2007 indicates that in relation to the control of advertisements a local planning authority will exercise its powers in the interests of amenity and public safety. This is reflected in Paragraph 67 of the NPPF. As such, the main issues in the consideration of this application are:

- **Impact on visual amenity,**
- **Impact on Conservation area, and;**
- **Impact on public safety.**

The NPPF advises the following with regards to advertisements:

*“Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority’s detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.”*

### **Visual Amenity**

The proposed LED screen sign would introduce a different kind of signage to those fascia signs in the area. However the scale of this element is unduly large and would dominate the shop frontage. This would, in my view, result in an advertisement of considerable bulk and scale. Consequently, it would appear as a dominant and incongruous feature. Moreover it is considered this would be out of place in the immediate area and undermine the town centre conservation area objectives of improving the retail frontages.

As a result, the proposed advertisement would be a prominent feature both to traffic on Manchester Road and from various public vantage points within the area. Therefore, the proposed advertisement would have a harmful effect on the visual amenity of the area. The proposal would, consequently, conflict with Policy E24 of the Burnley Local Plan which states that outdoor advertisements will not be permitted where they detract from the character and amenity of the area.

### **Conservation Area**

Within Conservation Areas, adverts are generally relatively low key forms of advertising and will generally be of limited size and extent. Not all signs will be illuminated and signage's broadly appear to be physically incidental to, and characteristic of, the host building. Policy E12 expects the proposal to respect the character of the Conservation Area in terms of quality, siting, detailing, height, scale, materials and external appearance. It is the conservation area that provides the wider setting for the proposal.

The building makes a distinguished contribution to the historic character and appearance of the Conservation Area and the proposed signage would be inconsistent with the surrounding fascias. The LED screen would appear as intrusive and visually jarring and undermine its contribution to the wider Conservation Area.

In this location shop fronts have a much more individualistic appearance and signage, and in part, this reflects the nature of the businesses. Even corporate estate agents, such as Petty's, Reeds Rains and Entwistle Green, have less strident signage that is more in keeping with the varied quality of shopfronts in the conservation area.

Illuminated lettering, are not uncommon, but where it exists illumination tends to be applied externally, and in relatively subtle ways. The occasional internally illuminated LED displays (e.g. E-Cigs internal mini window sign @ E liquids R Us) appear garish and harsh in contrast to the prevailing types of shopfront displays.

### **Public Safety**

The proposed advertisement would be erected as a replacement for an existing fascia sign for the Estate Agency. The existing sign measures 5m in width and 1.5m in height. It is single sided, with the display facing Manchester Road/Red Lion Street. The proposed sign would be LED display with static illumination.

The Council has raised no objections to sign on public safety grounds subject to conditions to control the content, display, illumination and no moving images or animations. The applicant has suggested moving images and animations would occur on some occasions, and in my opinion this will have a harmful impact to the Conservation Area and not be in keeping with the uniform of adverts, especially along Manchester Road.

### **Conclusion**

The LED screen sign would have a significant impact upon the important building in a prominent location.

I conclude that, taken overall, the proposal would significantly harm the character and appearance of the conservation area and be detrimental to the general interests of amenity. Advert consent should therefore be refused.

### **Recommendation:**

That the advert application be refused

### **Reasons:**

The proposed led screen sign would be harmful to the visual amenity of the area and to the character and appearance of the Conservation Area. The scheme is contrary to policies E24 and E12 of the Burnley Local Plan Second Review. This seeks to ensure

that advertisements in conservation areas are of an individual format in a suitable material of an appropriate size and design in relation to the building or fascia.