

Committee Report**Date: 06.06.2018**

Item Number	8d
Application Number	18/00158/ADV
Proposal	Part retrospective application for the erection of 5 x 'One Stop' (3 x illuminated) (2x non-illuminated) signs, 1 x 'Post Office' illuminated fascia sign, 4 x non-illuminated direct print panels, and 4 x non-illuminated poster frames
Location	Cooperative Retail 34 - 37 High Street Garstang Preston Lancashire PR3 1EA
Applicant	One Stop Stores
Correspondence Address	c/o Innovate Signs FAO: Unit 7 Solent Way Whiteley Fareham PO15 7FE
Recommendation	Permit

REPORT OF THE HEAD OF PLANNING SERVICES**CASE OFFICER - Miss Lucy Embery****1.0 INTRODUCTION**

1.1 The majority of advertisements the subject of this application have already been installed. This application is being reported to Planning Committee because the advertisements have generated significant public interest from residents contacting the press directly with their concerns about the appearance and illumination of the advertisements. A site visit is recommended to enable Members to understand the proposal beyond the plans submitted and the photos taken by the Case Officer.

2.0 SITE DESCRIPTION AND LOCATION

2.1 The application site is an existing retail premises, formerly The Co-operative, on the west side of High Street in the centre of Garstang. The site falls within Garstang Conservation Area, and the Primary Shopping area. An existing public right of way runs along the south side of the site through a ginnel called Grayston's Weind which leads from High Street to West View.

2.2 The building to which the advertisements relate is a two storey building constructed with brick side walls and slim vertical pillars of brick on the front elevation that are each divided by window frames extending the full height of the building. Until recent months the building was used as The Co-operative store. Signage for The Co-operative extended in a centre band across the full width of the front elevation of the building, including projecting canopy, and continued around the north side elevation of the building and the south side elevation of the projecting canopy. This was in the form of green fascia signs, both externally illuminated and non-illuminated. There is

also an existing stand-alone post sign within the forecourt area to the right of the existing shop windows when looking directly at the front elevation.

3.0 THE PROPOSAL

3.1 The application seeks advertisement consent for the erection of 5 no. 'One-Stop' signs (3 No. externally illuminated and 2 No. non-illuminated), 1 No. 'Post-Office' externally illuminated fascia sign, 4 No. non-illuminated direct print panels, and 4 No. non-illuminated poster frames. Therefore 14 No. signs are applied for in total.

3.2 Since the application was submitted, all of the advertisements except one new post sign proposed in the forecourt area to the left of the entrance, have been installed at the site, along with illumination. All of the signs installed, except for the Post Office fascia sign and poster frames, are red with a blue One-Stop logo with white text. The Post Office signs are white with a red logo and white text.

3.3 The fascia signs that have been installed have replaced those formerly advertising The Co-operative on the existing building. All are 3.1m above ground level when measured from the front of the building. The fascia sign on the south side elevation of the projecting canopy measures 1.870m length by 0.9m height and is non-illuminated. On the front elevation the 3 No. fascia signs all measure 0.9m height and are 3.86m length, 3.03m length and 2.81m length respectively, when viewed left to right. All three signs are externally illuminated by trough lighting above. The right hand sign reads 'Post-Office' with the standard logo. The other two signs advertise the 'One-Stop' convenience store.

3.4 The proposed fascia signs on the north side elevation of the main building and projecting canopy measure 3.9m length by 0.9m height and 1.87m length by 0.9m height respectively. The larger sign on the main building advertising the 'One-Stop' convenience store is externally illuminated by trough lighting.

3.5 The application also seeks consent for 4 non-illuminated print panels. Three of these have been erected as follows (lettered as shown on the submitted documents);

- a) window print on the front elevation below Post Office fascia sign
- b) post sign located on the right hand side of the forecourt to the front of the building and at right angles to the front elevation of the building
- d) printed sign on the north side elevation measuring 0.9m length by 0.45m height to read 'One stop - Goods Entrance'.

Only the proposed new post sign (sign c) on the left hand side of the forecourt has not been installed to date. This is an additional sign beyond what is currently sited on and around the building.

3.6 The 4 No. non-illuminated poster signs have been sited on the inner walls below the entrance canopy. All measure 57.5cm by 83cm. These signs are also additional signs beyond those that previously existed.

4.0 RELEVANT PLANNING HISTORY

4.1 13/00457/FUL - Advertisement consent for three externally illuminated fascia signs and one non-illuminated fascia sign. Permitted.

4.2 13/00417/FUL - Two full height replacement windows and installation of ATM machine and window to replace existing entrance door to front elevation. Permitted.

4.3 06/01134/ADV - Advertisement consent for 2 No. fascia signs (1 No. halo illuminated and 1 No. internally illuminated), 1 free standing directional sign, 1 No. wall mounted menu board and 2 No. non-illuminated directional signs. Permitted.

4.4 06/00317/FUL - Rear conservatory. Permitted.

4.5 04/00898/ADV - Advertisement consent for internally illuminated fascia sign and non-illuminated signs. Permitted.

4.6 94/00611 - Demolition of paper store and rebuilding of store in brickwork with steel roof. Permitted.

4.7 94/00611 - Erection of 1.2m roof mounted satellite dish. Permitted.

5.0 PLANNING POLICY

5.1 NATIONAL PLANNING POLICY FRAMEWORK (NPPF)

5.1.1 Paragraph 17 requires all new developments to secure high quality design and a good standard of amenity. Paragraph 67 notes that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. It further notes that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. Section 12 of the NPPF states that great weight should be given to conserving the heritage asset and the desirability of sustaining and enhancing the significance.

5.2 NATIONAL PLANNING PRACTICE GUIDANCE (NPPG)

5.2.1 The NPPG includes guidance on advertisements, design and light pollution. In particular it states that it is required that Local Planning Authorities control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors. Unless the nature of the advertisement is in itself harmful to amenity or public safety, consent cannot be refused because the local planning authority considers the advertisement to be misleading (in so far as it makes misleading claims for products), unnecessary, or offensive to public morals.

5.2.2 The interests of amenity and public safety include the general characteristics of the locality, including the presence of any feature of historic, architectural or cultural or similar interest. Factors relevant to public safety include;

- the safety of persons using any highway
- whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of any traffic sign
- whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

5.3 THE PLANNING (LISTED BUILDINGS AND CONSERVATION AREAS) ACT 1990 -

5.3.1 Regulation 72 sets out the general duty of local planning authorities in respect to exercising planning functions in conservation areas. It sets out with respect to any

buildings or other land in a conservation area, special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.

5.4 ADOPTED WYRE BOROUGH LOCAL PLAN (1999)

5.4.1 The following policies are of most relevance:

Policy SP14: Standards of Design and Amenity
Policy S7: The Design of Signs and Shop Fronts
Policy ENV9: Conservation Areas
Policy TC2: Primary Shopping Areas

5.6 EMERGING LOCAL PLAN

5.6.1 The Council is in the process of preparing a new Wyre Local Plan. Following public consultation on the 'Publication' draft Wyre Local Plan (2011 -2031), the Council submitted the draft Local Plan with minor amendments to the Government for examination on the 23rd January 2018. The minor amendments deal with clarification matters or errors raised at the public consultation and they do not alter the substance of the 'Publication' draft Wyre Local Plan. The 'Submission' stage is an advanced stage in the local plan process. It confirms the Council's position with regard to how development needs will be accommodated and how they must be delivered. This position is supported by a comprehensive and robust evidence base. This stage is a further advancement in the local plan process. Although the draft Local Plan does not have the full weight of an adopted Local Plan it has been approved as a material consideration in the determination of planning applications from the date of publication, replacing the Core Strategy Preferred Options document'. As the draft Local Plan has now advanced to 'submission' the weight to be given in the planning balance has increased depending on the particular circumstances of the case.

5.6.2 The following policies contained within the draft Local Plan are of most relevance:

- o Policy EP14 Outdoor Advertisements and Directional Signs
- o Policy CDMP3: Design
- o Policy CDMP5: Historic Environment

5.7 SUPPLEMENTARY PLANNING GUIDANCE

5.7.1 Supplementary Planning Guidance 3 (SPG 3): Signs and Shopfronts in Conservation Areas

6.0 CONSULTATION RESPONSES

6.1 GARSTANG TOWN COUNCIL

6.1.1 The Town Council note that the signs were installed the week beginning 12th March onwards, yet the application has not yet being approved. The Town Council support LCC's comments about the limits of the illuminance and would wish to have these included as a condition. It is queried whether the signs are in keeping with the conservation area that the property comes under.

6.2 LANCASHIRE COUNTY COUNCIL (HIGHWAYS)

6.2.1 No objections to the proposals as the development should have a negligible impact on highway safety and highway capacity in the immediate vicinity of the site. However if minded to grant planning permission conditions should be attached to

limit the illuminance levels to 600 candela per square metre (cd/m²), and that external source of lighting be effectively screened from the view of a driver on the adjoining public highway.

7.0 REPRESENTATIONS

7.1 One letter of objection has been received from County Councillor S Perkins stating that the signs have been erected before permission has been granted, and that the signs, particularly the lighting, would be intrusive in the Conservation Area.

7.2 Two letters of support have been received. In summary these comments that;

- The One-Stop shop looks great
- This investment is something positive for Garstang High Street
- There is nothing wrong with the signs
- The signs are just replacing the green Co-op signs
- The colour of the signs should not make any difference

8.0 CONTACT WITH APPLICANT/AGENT

8.1 There has been extensive contact with the applicant including to inform them that the signs that have been erected are unauthorised having been erected without consent, and that the level of illumination installed is higher than that applied for. The applicant was requested to reduce the level of illumination below that installed and that applied for.

9.0 ISSUES

Impact on Amenity

9.1 The application site is within Garstang Conservation Area and within the primary shopping area. The area comprises a variety of retail premises with associated signage. Wyre Borough Council's Conservation Officer describes the site as a 20th Century 1960's-80's purpose built retail building located at the northern end of the Garstang Conservation Area. It is located a considerable distance from the nearest listed building, the Arts Centre. As such the Conservation Officer considers that the advertisements would have no material impact upon the setting or appearance of this building.

9.2 In its previous use as the Co-operative, the building had a significant amount of signage. The current proposal is for a similar amount and type / appearance of signage to the previous use. The fascia signs that have been erected have replaced the former Co-operative signs on the building at the same size and scale and in the same location. The print panels on the windows have also been installed in the same location to those previously advertising the Co-operative. In effect the signage seeks to change the branding, colour and style of graphics to be utilised, to reflect the change in operator.

9.3 The smaller printed sign that has now been attached to the north side of the building, and the post sign (sign b) in the forecourt area, are also in the same location and at a similar size than the previous signs. Only the proposed post sign (sign c in the submission) and the 4 No. small poster frames would be additional signs. The post sign has not yet been erected. It is considered that the introduction of these signs on the building and forecourt would not result in visual clutter given the size and scale of the existing building.

9.4 In terms of the materials for the advertisements, the fascia signs and printed sign have been applied for and erected as dibond, which is an aluminium composite material (cut plastic covered with aluminium), and finished in coloured lacquer to produce the desired coloured finish. In this case the One-Stop signs are red with a blue logo with white text. The Post Office signs are white with a red logo and white text. Whilst the colour of signs is a matter that can be controlled by the Local Planning Authority, particular justification would be required to decide that a particular colour was unacceptable.

9.5 The materials have a glossy finish. SPG 3 states that a glossy finish should ideally be avoided in Conservation Areas. However, in this case, the signs previously advertising the Co-operative were modern, not matte finish, and considered acceptable. Whilst a matte finish would have a more subtle visual appearance in the Conservation Area, it is considered that the new signs are not so harmful to the amenity and characteristics of the local area to warrant refusal of the application.

9.6 The previous signs advertising the Co-operative were illuminated by trough lighting. The 3 No. fascia signs that have been erected on the front elevation, and the fascia sign on the north side elevation, are illuminated with trough lighting. The application originally proposed that the level of illumination would be 250 cd/m². The level of illumination that was subsequently installed was 360 cd/m² i.e. brighter than the level applied for. Discussions with the applicant advised that the level of brightness installed is considered unacceptable and harmful to visual amenity. So too is the level of illumination applied for at 250 cd/m². The applicant was asked to reduce the level of illumination to 150 cd/m² similar to that on nearby premises in the Conservation Area.

9.7 The applicant has agreed to reduce the lighting level to 150 cd/m² and has provided evidence in the form of a report and details of dimmer switches with a maximum setting of 150 cd/m² so that the lighting could not be turned up above this level. The applicant has also agreed to a condition requiring that the lighting level would not exceed 150 cd/m². The Council's Conservation Officer considers that the location and type of illumination proposed is appropriate, given a reduced level of maximum illumination of 150 cd/m². As the lighting level has been reduced to 150 cd/m², and this illumination can be controlled by condition, it is considered that the illumination would not result in unacceptable harm to visual amenity. The fixtures and fittings of the trough lighting are so slim over the signs that the fixings would not result in harm to the visual appearance of the building.

9.8 The Conservation Officer considers that the advertisements will preserve the appearance of the Garstang Conservation Area and sustain the significance of this designated heritage asset. The siting and scale of the signs is considered to be acceptable. As replacement signs it is considered that the proposed fascia signs and window print panels and smaller print sign are of an appropriate scale on the building and in the street-scene, and that the additional signage of the posters and post sign in the forecourt would not result in unacceptable visual clutter. The signage is therefore considered to preserve the amenity value in this area of Garstang and would comply with the requirements of the NPPF, Policies SP14, S7 and ENV9 of the Adopted Local Plan, and the guidance contained within SPG 3.

Public Safety

9.9 The proposed advertisements that have been erected do not interfere with the public right of way to the south of the building or public highway to the east, as the

majority are fixed to the building. The 1 No. printed sign already present on posts within the forecourt area is away from the public right of way, and the southernmost post sign which has not been erected would be set into the site away from the route of the public right of way and away from the public highway.

9.10 The application site is on the western side of High Street, which is a narrow street with one-way traffic from north to south. LCC Highways has raised no objections to the proposal stating that the development would have a negligible impact on highway safety and highway capacity in the immediate vicinity of the site. However two conditions have been requested including a condition restricting the levels of illuminance to 600 cd/m². The application proposed a level of 250 cd/m², which is well below the level specified by LCC Highways, and the lighting has since been reduced to 150 cd/m² for amenity reasons. Therefore it is considered the level of illumination would not result in harm to public safety.

9.11 LCC Highways has also requested a condition that any lighting is positioned so as not to result in distraction or hazard to drivers. The technical specification for the proposed trough lighting over the three fascia signs to the front elevation and a fascia sign on the north side elevation, shows the trough lighting to be positioned at the top of the signs and face backwards to shine onto the signs rather than towards the highway. The illumination has been erected in accordance with the details provided in the application. All advertisement consents nationally are issued with standard conditions with this requirement for the positioning of lighting, and any consent would also have a condition attached requiring the advertisements to be erected in accordance with the submitted plans. The submitted details demonstrate that light would not shine towards the highway and the illuminance levels would be low. Therefore it is considered that the further condition requested by LCC Highways would not be necessary. From the information submitted with the application, and a condition to ensure the advertisements are maintained in accordance with the submitted plans, the proposal would not cause a distraction or hazard to drivers and not be harmful to public safety and complies with the NPPF, NPPG and Adopted Local Plan policy ENV9.

10.0 CONCLUSION

10.1 The majority of the advertisements have been erected at the site and replace signage associated with the former Co-operative store. Although the signs that have been erected have a gloss appearance, having regard to the previous signage on the building, their siting, appearance and scale is considered acceptable in amenity terms and would not cause a hazard to drivers. The level of illumination has been reduced to 150 cd/m² which is considered acceptable in terms of amenity and public safety. The Conservation Officer considers that the advertisements will preserve the appearance of the Garstang Conservation Area and sustain the significance of this designated heritage asset. In summary the advertisements would not cause harm to amenity or to public safety.

11.0 HUMAN RIGHTS ACT IMPLICATIONS

11.1 ARTICLE 8 - Right to respect the private and family life has been considered in coming to this recommendation.

11.2 ARTICLE 1 of the First Protocol Protection of Property has been considered in coming to this recommendation.

12.0 RECOMMENDATION

12.1 Grant advertisement consent subject to conditions.

Recommendation: Permit

Conditions: -

1. The advertisement(s) shall be displayed, except where modified by the conditions to this consent, in accordance with the Application for Advertisement Consent received by the Local Planning Authority on 13/02/2018 including the following plans/documents:

Location Plan/Block Plan DWG No. B Rev B

Proposed Site Signage DWG No. B Rev B

Fascia Sign Specification DWG NO. B Rev B (One-stop shop and Post Office fascia)
The email from Innovate Signs dated 25th April 2018 (08:23) and attached Dimmer Installation Report

The email from Innovate Signs dated 30th April 2018 (11:13) and attached report from Portland Lighting detailing the illumination levels, and attached specification of the PDMINI Touch Key Dimming Controller

The advertisement(s) shall be retained hereafter in accordance with this detail.

Reason: For the avoidance of doubt and so that the Local Planning Authority shall be satisfied as to the details.

2. Notwithstanding the detail of illumination provided on the submitted application form or plans, the limits of the illuminance on those advertisements approved as illuminated shall not exceed 150 candela per square metre.

Reason: In the interests of amenity and the visual characteristics of the locality as part of Garstang Conservation Area.

Standard 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 of 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.

Reason: Imposed by Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

6) Unless otherwise stated below in section (B), the express consent hereby granted shall expire at the end of a period of five years.

Reason: Imposed by article 14 (7) (b) of Part 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.