

Committee Report**Date: 03.10.2018**

Item Number	04
Application Number	18/00011/ADV
Proposal	Advertisement consent for one 8m high internally illuminated totem sign
Location	Morrisons Supermarket Car Park Amounderness Way Thornton Cleveleys Lancashire FY5 3TS
Applicant	McDonalds Restaurant Ltd And WM Morrison Supermarkets Plc
Correspondence Address	c/o Planware Ltd Mr Matthew Carpenter The Granary 37 Walnut Tree Lane Sudbury Suffolk CO10 1BD
Recommendation	Permit

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

1.1 This application is brought to Committee at the request of Councillor Alan Vincent. A site visit is proposed to allow Members to see the site context including relationship with neighbouring properties.

2.0 SITE DESCRIPTION AND LOCATION

2.1 The application site incorporates a small area of land to the western side of the access to the Morrisons supermarket, Amounderness Way, Cleveleys. The site is in Flood Zone 3. It is in the urban area, but is outside the Town Centre of Cleveleys. It is accessed via a junction off the roundabout on Amounderness Way (A585).

2.2 Outside of the site boundaries, there is a petrol station to the west, a supermarket and its carpark to the south and residential properties to the north, northwest and southeast. There is an existing internally illuminated totem sign in place, slightly south of the application site.

3.0 THE PROPOSAL

3.1 This application is for Advertisement Consent for an 8m high internally illuminated totem sign, to be sited at the western side of the entrance point to the Morrisons supermarket off the Amounderness Way roundabout. Steel frame with panels with cut out text that would be illuminated. LED digital display of fuel prices. Existing totem sign to be removed.

4.0 RELEVANT PLANNING HISTORY

4.1 Other current applications relating to this development include:

App. No: 18/00008/FUL - Erection of two-storey restaurant with associated drive thru (Class A3/A5), car parking, landscaping and associated works, installation of 1 outdoor seating area and two customer order displays. 3m high acoustic fence to boundaries and 6 CCTV cameras on building.

App. No: 18/00012/ADV - Advertisement consent for 1 height restrictor (internally illuminated), 7 free-standing signs (internally illuminated), 1 directional sign (non-illuminated) and 14 dot signs (non-illuminated).

App. No: 18/00010/ADV - Advertisement consent for 4 internally illuminated fascia signs

5.0 RELEVANT PLANNING POLICY

5.1 ADOPTED WYRE BOROUGH LOCAL PLAN 1999 (SAVED POLICIES)

5.1.1 The Wyre Borough Local Plan was adopted on the 5th July 1999. The saved Local Plan forms part of the development plan for the district. Due weight should be given to relevant policies according to their degree of consistency with the Emerging Local Plan and the National Planning Policy Framework (NPPF).

5.1.2 The following policies are considered to be of relevance to the determination of this application:

SP14 Standards of design and amenity
S7 Design of signs and shopfronts

5.2 EMERGING WYRE LOCAL PLAN

5.2.1 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 Inspector appointed to carry out the examination held a series of hearing sessions in May into the Local Plan, which included consideration of proposed modifications submitted by the Council prior to and during the hearing sessions. The Inspector issued a Post Hearing Advice note to the Council in July which provides a clear direction on key issues arising from the examination and further main modifications that are required to make the Wyre Local Plan sound. The Council published its initial response to the Inspector's note on the 30th July 2018, which sets out how it will be making the necessary amendments required by the Inspector. The proposed Main Modifications (MM) to the 'Publication' draft Wyre Local Plan were considered by Full Council on 6th September and approved for public consultation for six weeks, commencing on the 12th September. Although the draft Local Plan as proposed to be modified does not have the full weight of an adopted Local Plan, it has reached an advanced post hearing stage in the local plan process and is supported by a comprehensive and robust evidence base. Development plan policies contained within the draft Local Plan as proposed to be amended in response to the Inspector's Post Hearing Advice will therefore be given increased weight in determining planning applications depending on the particular circumstances of the case and the extent of any unresolved issues.

5.2.2 Where policies in the new Wyre Local Plan are consistent with the 2012 NPPF, then the (revised) NPPF published in 2018 allows for increased weight to be

given to them. Those development plan policies with no unresolved issues will be given significant weight. Alongside these, the policies in the 2018 NPPF are material considerations which should also be taken into account for the purposes of decision taking.

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

- CDMP3 Design
- EP14 Outdoor advertisements and directional signs

5.3 NATIONAL PLANNING POLICY FRAMEWORK

5.3.1 The National Planning Policy Framework (NPPF) was published by the Government on the 24th July 2018. It sets out the planning policies for England and how these should be applied in the determination of planning applications and the preparation of development plans. At the heart of the NPPF is a presumption in favour of sustainable development (paragraph 11). For decision-taking, this means: approving development proposals that accord with an up-to-date development plan without delay; or where there are no relevant development plan policies, or the policies which are most important for determining the application are out of date, granting permission unless : i) the application of policies in the Framework that protect areas or assets of particular importance provides a clear reason for refusing the development proposal; or ii) any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole.

5.3.2 Good design is a key aspect of sustainable development. The NPPF sets out a number of planning policies concerned with achieving well-designed places including providing a high standard of amenity. Paragraph 132 notes that poorly sited and designed advertisements can cause the quality and character of places to suffer. It further notes that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

5.4 NATIONAL PLANNING PRACTICE GUIDANCE

5.4.1 Includes guidance on advertisements, design and light pollution

6.0 CONSULTATION RESPONSES

6.1 HIGHWAYS ENGLAND - no objection. The proposed totem sign is not on land forming part of the A585 trunk road or would be expected to affect the safety or operation of the A585 trunk road either.

6.2 LCC (HIGHWAYS) - no objections

6.3 WBC HEAD OF ENVIRONMENTAL HEALTH AND COMMUNITY SAFETY (AMENITY) - no objections. Requested condition about lighting standards and levels.

7.0 REPRESENTATIONS

7.1 9 letters of objection received, points raised:

- glare and light seen from houses

- significantly change the appearance of the area
- impact on wildlife
- comments about other current planning applications/advertisement consent applications at the site.

8.0 CONTACTS WITH APPLICANT/AGENT

8.1 Revised plans to reduce height from 12m to 8m 7/9/18

8.2 Revised plans to match 18/00008/FUL 4/7/18

9.0 ISSUES

9.1 The main issues that can be considered for advertisement consent applications in accordance with NPPF are as follows:

- Amenity
- Public Safety

Amenity

9.2 There is already a totem sign in place at the entrance to the supermarket, which is internally illuminated. This is shown on plan to be 5.9m high. Replacing this with another totem sign would be visually acceptable in principle. The proposed sign would be sited slightly further north, which would be visually acceptable. It would be internally illuminated (not to exceed 600 candelas per square metres). This would be acceptable, with there already an illuminated sign in place, plus in this setting at the entrance to a supermarket in an urban area it is considered that it would be appropriate. The materials of the sign would be an aluminium frame in grey (RAL 6015) with individual boards. These materials are considered appropriate. The main difference in the sign over that existing would be its height. The proposed sign has been reduced in height from that originally proposed from 12m to 8m. This would be 2.1m higher than the existing sign. There is a cluster of trees to the west of the proposed sign that would be of a similar height, the proposed restaurant building would be 8.7m high and 8m is the typical height of a two-storey dwelling. With the backdrop of the existing trees and the other development in the wider area of a similar height, the height proposed for the totem sign is considered to be visually appropriate. If approved, it is recommended that a condition be added for the removal of the existing totem sign, indicated in blue on the location plan, prior to the erection of the current sign. This would prevent adverse cumulative impacts if both signs were to be in place. A condition is also required to ensure the illumination is switched off outside of the opening hours of the businesses to which the sign relates to.

9.3 In terms of neighbouring amenity, the nearest neighbour would be approximately 50m away from the sign. This would be adequate separation for the sign not to be overbearing to any neighbour. The Council's environmental protection department have been consulted on the application and have no objections. Notwithstanding the illumination levels proposed, they have requested a condition be attached to any consent that the light levels do not exceed a certain amount as measured at neighbouring properties. It is considered that this be best conditioned by requiring a lighting scheme and assessment to be submitted for approval which demonstrates these levels would be achieved. With this condition it is considered

that unacceptable light pollution or glare can be avoided at neighbouring properties from the advertisement.

Public Safety

9.4 The sign would be internally illuminated. Lancashire County Council Highways and Highways England have been consulted on the application and have not raised any objections or requested any conditions. It is therefore not considered that there would be unacceptable impacts on highway safety and public safety.

Other matters:

9.5 Comments have been made by neighbours on other current planning/advertisement consent applications at this site. Only comments specific to this application under consideration, can be taken into account as part of this application.

9.6 A comment has been made about impacts on wildlife. It is not clear if this relates to this application for the totem sign or other applications at the site. Nonetheless, it is not considered that there would be unacceptable impacts on wildlife from this advertisement in the urban area, adjacent to a main road.

10.0 CONCLUSION

10.1 The proposal is considered to be acceptable with regards to amenity and public safety, which are the matters that can be considered for advertisement consent applications. This would be compliant with the relevant legislation, the NPPF and Policies SP14 and S7 of the Adopted Wyre Local Plan and Policies CDMP3 and EP14 of the Emerging Local Plan.

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 development shall be carried out, except where modified by the conditions to this permission, in accordance with the Planning Application received by the Local Planning Authority on 2 January 2018 including the following plans/documents:

- location plan (signage application 2) revision B
- Block plan (signage application 2) revision E

The development 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. The development shall be carried out using those materials specified on the approved plan(s) unless otherwise agreed in writing with the Local Planning Authority.

Reason: To safeguard the visual amenities of the locality and in accordance with Policy SP14 of the Adopted Wyre Borough Local Plan (July 1999)

3. Notwithstanding the levels of illumination proposed on the application form, prior to the installation of any of the signs hereby approved, a scheme for the provision of external lighting together with an Artificial Lighting Assessment shall be submitted to and approved in writing by the Local Planning Authority. The scheme shall demonstrate that light intrusion into the windows of any sensitive premises will not exceed 10 Lux before 23.00, and 2 lux after 23.00 (Environmental Zone E3). The assessment shall demonstrate that the lighting will be installed in accordance with the Institution of Lighting Professionals' Guidance Notes for the Reduction of Obtrusive Light GN01:2011 (or any subsequent replacement guidance).

The lighting shall be installed and operated in accordance with the approved scheme details, which shall be maintained and retained thereafter.

Reason: To safeguard residential amenity in accordance with Policy SP14 of the Adopted Wyre Borough Local Plan (1999), Policy CDMP3 of the Emerging Local Plan and paragraph 132 of the National Planning Policy Framework.

4. Prior to the installation of the development hereby approved or within a timescale otherwise agreed in writing with the Local Planning Authority, the existing totem sign, as indicated on the location plan and existing totem information plan, shall be removed.

Reason: To protect visual amenity in accordance with NPPF and Policy SP14 of the Adopted Wyre Local Plan and Policy CDMP3 of the Emerging Local Plan.

5. The means of illumination for the sign hereby consented to be illuminated shall be switched off at the close of business each day and shall only be switched on during business hours.

Reason: In the interests of visual amenity and the amenity of occupiers of neighbouring properties in accordance with Policy SP14 of the adopted Wyre Borough Local Plan (July 1999).