



REPORT FROM:	PLANNING, BUILDING CONTROL AND LICENSING SERVICES MANAGER
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TO:	POLICY AND RESOURCES COMMITTEE
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DATE:	26th JUNE, 2018
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PLANNING APPLICATIONS

PURPOSE OF REPORT

To determine the attached planning applications.

REPORT TO POLICY & RESOURCES COMMITTEE 24th MAY 2018

Application Ref: 17/0337/ADV
Proposal: Advert Consent: Retain one illuminated fascia sign.
At: 68 – 70 Manchester Road, Nelson
On behalf of: Mr M Naeem
Date Registered: 21 June 2017
Expiry Date: 16 August 2017
Case Officer: Kathryn Hughes

This application has been referred from Nelson Committee as members were minded to refuse the application but not take enforcement action which is tantamount to approving the application which would result in a significant departure from Policy.

Site Description and Proposal

The application site is a hot food takeaway. The signage scheme has already been erected on the site which lies within Nelson Town Centre and Whitefield Conservation Area.

This application seeks consent for the illuminated fascia sign on the front elevation which is internally illuminated by static LED's.

The front fascia sign measures 10.95m x 0.95m sited 2.6m above the ground. It is Perspex with red and blue background with white lettering and a chicken logo illuminated by LED's.

The projecting sign currently erected measures 0.93m x 0.93m sited 2.6m above the ground. It is Perspex with red and blue background and white lettering and a chicken logo illuminated by LED's. This sign no longer forms part of this application for advertisement consent and is unauthorised.

Relevant Planning History

16/0540/FUL: Full: Change of use of No. 68 from retail (A1) to hot food takeaway (A5) and insertion of new shopfronts and security shutters to both units – Approved.

16/0721/ADV – Advert Consent: Erection of 2 illuminated fascia signs and 1 illuminated projecting sign (retrospective) – Refused 1st March, 2017.

Consultee Response

LCC Highways - The Highway Development Control Section does not have any objections in principle. We are of the opinion that the proposed development should have a negligible impact on highway safety in the immediate vicinity of the site, subject to the following condition being applied to any formal approval:

1. The limits of the illuminance shall not exceed those described in paragraph two of Schedule 3 Part II of the Town and Country Planning Act (Control of Advertisements) Regulations 1992. Reason: To avoid glare, dazzle or distraction to passing motorists.

PBC Conservation Officer – The building is a former Co-operative store dating from the 1860's and is a large gable-fronted building which is very prominently located within the Whitefield CA. Its 3-storey height at the end of a two-storey row of shops, and its corner location emphasises this prominence. The building makes a significant contribution to the character and appearance of the Conservation Area, and to the architectural variety of the town centre at this point. It also has historic significance as the Co-operative Society played an important role in Nelson's history, being established in the town in the 1860's and by 1910 having 21 branches. This was one of two large town centre premises.

The shopfront has been altered with the original timber shopfront cornice and decorative pilaster capitals being retained, together with the stall riser below. The fascia sign to the front is an internally illuminated box sign which projects out from the fascia, resulting in a very bulky appearance which does not respect the scale and proportions of the retained capitals to either side. The signs detract from the appearance and proportions of the building, and the character and appearance of the Conservation Area.

The signs conflict with Conservation Area SPD 4.108 which states that signs should relate well to the building and to the surrounding area, and also with 4.109 which states that any lighting should be sensitive to the design of the shopfront and the character of the street scene. Internally illuminated box fascia signs will not normally be appropriate in Conservation Area's.

The signs do not preserve or enhance the character and appearance of the Conservation Area. NPPF 134 advises that any harm caused should be weighed against the public benefits of the proposal.

Nelson Town Council – No objections, however, the signs have already been installed.

Public Response

Nearest neighbours notified by letter without response.

Officer Comments

The issues to consider in this application are Impact on Amenity and Highway Safety.

Amenity

Local Authorities have a duty under Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 to preserve and enhance the appearance and character of Conservation Areas.

The shopfront has been recently altered with the original timber shopfront cornice and decorative pilaster capitals being retained, together with the stall riser below. The fascia sign to the front is an internally illuminated box sign which project out almost 20cm from the fascia, resulting in a very bulky appearance which does not respect the scale and proportions of the retained capitals to either side. As a result the sign detracts from the appearance and proportions of the building, and the character and appearance of the Conservation Area.

The Conservation Area Design and Development Guidance Supplementary Planning Document para 4.108 states that signs should relate well to the building and to the surrounding area. Para 4.109 states that more impact can be achieved by good design and quality materials than by size and brightness. Simple and restrained signs are often more effective than over-large and garish ones.

The sign is over-large as it extends beyond the original timber fascia's and is garish in terms of design and colours.

This sign and the unauthorised fascia projecting sign do not preserve or enhance the character and appearance of the Conservation Area. National Planning Policy Framework para 134 advises that any harm caused should be weighed against the public benefits of the scheme. There are no public benefits from this scheme and therefore it should be refused on this basis.

The signage would adversely affect the amenity of the area and in particular Whitefield Conservation Area.

The size, colours and design of the signs are not appropriate in this location and would detract from the Conservation Area and therefore fail to accord with saved policy 13 of the Replacement Pendle Local Plan, Policy ENV2 of the Pendle Local Plan Part 1: Core Strategy and the Conservation Area Design and Development Guidance SPD.

Highway safety

The proposed scheme will not impact on highway safety and therefore is acceptable in this aspect.

Summary

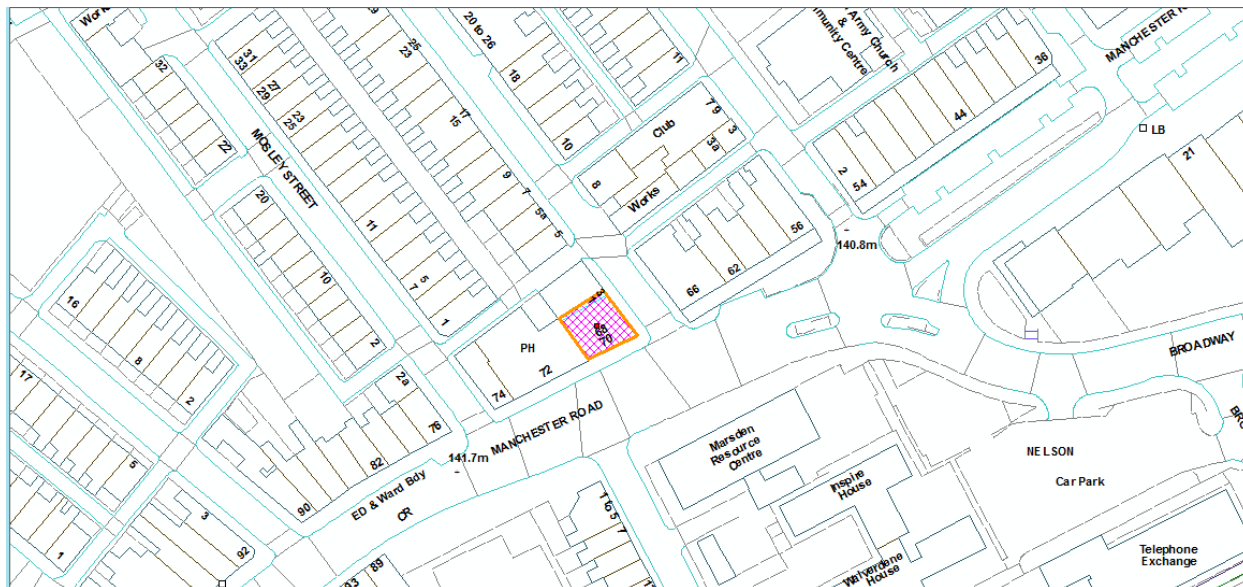
The signage adversely affects the amenity of the conservation area and are not acceptable in terms of design. The signage therefore fails accords with saved policy 13 of the Replacement Pendle Local Plan, Policy ENV2 of the Pendle Local Plan Part 1: Core Strategy and the Conservation Area Design and Development Guidance SPD.

Enforcement action should be taken in order to effect the timely removal of the unauthorised signage.

RECOMMENDATION: Refuse

1. The fascia sign which has been erected adversely affects the amenity of the conservation area and is not acceptable in terms of size, colour and design. The signage therefore fails accords with saved policy 13 of the Replacement Pendle Local Plan, Policy ENV2 of the Pendle Local Plan Part 1: Core Strategy and the Conservation Area Design and Development Guidance SPD.

The advertisements are harmful to the conservation area and approval of them would run contrary to prevailing planning policy. It is further **recommended** that enforcement action be taken to require their removal.



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