

REPORT FROM: PLANNING, ECONOMIC DEVELOPMENT AND
REGULATORY SERVICES MANAGER

TO: COLNE & DISTRICT COMMITTEE

DATE: 5th March, 2020

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PLANNING APPLICATIONS

PURPOSE OF REPORT

To determine the attached planning application.

REPORT TO COLNE AND DISTRICT COMMITTEE 05 MARCH 2020

Application Ref: 19/0948/ADV
Proposal: Advertisement Consent: Display of 1no. illuminated screen.
At: Pendle Leisure Centre, Crown Way, Colne
On behalf of: Pendle Leisure Trust
Date Registered: 19/12/2019
Expiry Date: 05/03/2020
Case Officer: Alex Cameron

Site Description and Proposal

The application site is the frontage of Pendle Leisure Centre facing Primet Hill.

This is an application for advertisement consent to display a 1.6m x 2.3m digital display mounted on 1.1m posts.

Relevant Planning History

None.

Consultee Response

LCC Highways - Having considered the information submitted the Highway Development Support Section does not have any objections in principle regarding the proposed development at the above location, subject to the following comments being noted, and conditions being applied to any formal planning approval granted.

Whilst the applicant has applied for a period of five years, given the unknown impact of this method of advertising on the highway network at this location, we recommend that permission is granted for a period of three years initially, if the local planning authority is minded to approve this application please attach the following conditions: three year period, level of illumination.

Network Rail – No objection.

Colne Town Council - Object on the grounds that the screen is excessively large for a gateway into Colne given that the land is on the cusp of a Conservation Area. The Council also has concerns that the CCTV Camera within this area will be severely obscured.

Officer Comments

Policy

Pendle Local Plan Part 1: Core Strategy

Policy SUP4 states that Proposals should contribute to sustaining or improving the quality, appearance and character of the public realm by ensuring advertisements contribute positively to the public space. The Design Principles SPD gives more detailed guidance on the design of advertisements.

Amenity

The proposed display has been amended to reduce its size from 2m x 3m to 1.6m x 2m and to reduce the height of the posts by 0.9m to bring the display level with the wall fronting Primet Hill.

The display would be seen in the context of the edge of the town centre adjacent to commercial signage and large illuminated poster hoardings. With a condition to limit the level of illumination the amended display would not be visually obtrusive in this or otherwise unacceptable in this location.

The display would not be within the boundary of Albert Road Conservation Area but would be visible from it. Taking into account the above factors and the acute angle of view from the Conservation Area the display would not result in harm to the significance of the Conservation Area.

The display raise no unacceptable residential amenity impacts.

Public Safety

LCC Highways have advised limiting the consent to three years to due to the unknown impact of this method of advertising on the highway network at this location. Taking into account the level of illumination proposed and that the display would be at viewed at an angle by approaching traffic it would not be likely to result in an unacceptable highway safety impact, however, it is reasonable to limit the extent of the consent to determine its actual impact.

Colne Town Council have raised concerns that the proposal may obstruct the view of the adjacent CCTV camera. The display would be sited side-on to the camera and as such the obstruction to its view would be negligible.

Reason for Decision

The proposed advertisement is acceptable in terms of amenity and highway safety.

Approve

1. Notwithstanding the provision of Part 3 (Regulation 14) of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007 this consent shall expire three years from the date of the grant of consent

Reason: In order for the impact of this method of advertising on the highway network at this location to be determined.

2. The advertisements hereby permitted shall be displayed in accordance with the following approved plans:

Reason: For the avoidance of doubt and in the interests of proper planning.

3. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the land entitled to grant permission.

Reason: Condition imposed by the Regulations.

4. 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.

Reason: Condition imposed by the Regulations.

5. 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.

Reason: Condition imposed by the Regulations.

6. 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.

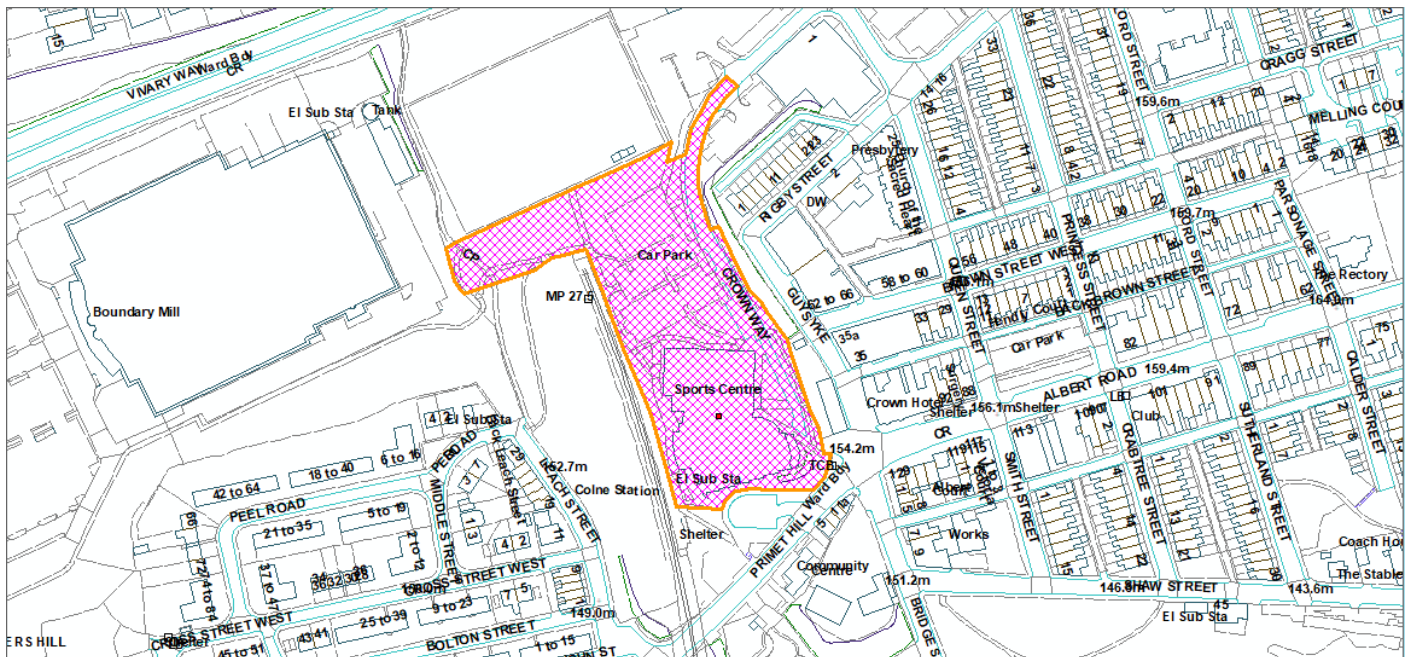
Reason: Condition imposed by the Regulations.

7. Where an advertisement is required under these Regulations to be removed, the site shall be left in condition that does not endanger the public or impair visual amenity.

Reason: Condition imposed by the Regulations.

8. The surface brightness of the advertisement shall not exceed 600 cd/m² candelas/sq. metre.

Reason: Condition imposed by the Regulations.



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LIST OF BACKGROUND PAPERS

Planning Applications

NPW/MP

Date: 25th February 2020