

Agenda Item	A12
Application Number	23/00240/ADV
Proposal	Advertisement application for the retrospective display for the siting of a retail pod in car park
Application site	Lancaster City FC Giant Axe Field West Road Lancaster
Applicant	Mr Andrew Baker
Agent	N/A
Case Officer	Mrs Kim Ireland
Departure	No
Summary of Recommendation	Approval

(i) **Procedural Matters**

This form of development would normally be determined under the Council's Scheme of Delegation. However, the site is in the ownership of Lancaster City Council and as such the application is referred to the Planning Regulatory Committee.

1.0 Application Site and Setting

1.1 The site which forms the subject of this application is at Giant Axe Playing Field, which is used by Lancaster City Football Club and as a public recreation ground. The site is located to the west of Lancaster Railway Station.

1.2 Under the Strategic Policies and Land Allocations DPD the site is designated as Open Space (Policy SC3) and the Giant Axe Field to the east of the site is designated as a Local Green Space (SC2).

2.0 Proposal

2.1 The application is seeking retrospective consent for the installation of four fascia signs to the retail pod that is sited to the north of the existing car park of Lancaster FC. The facias to the north and south elevations of the retail pod are 4.8 metres in width and 0.4 metres in height each. The facias to the east and west elevations of the retail pod are 3.2 metres in width and 0.4 metres in height each. The four fascia signs are non-illuminated and will be made up of vinyl.

3.0 Site History

3.1 A number of relevant applications relating to this site have previously been received by the Local Planning Authority. These include:

Application Number	Proposal	Decision
15/00245/FUL	Retrospective application for demolition of lean-to extension and erection of a single storey rear extension to Pavilion	Approved
21/00498/FUL	Installation of a water supply pipe	Approved

4.0 Consultation Responses

4.1 The following responses have been received from statutory and internal consultees:

Consultee	Response
Lancaster City Property Services	At the time of compiling this report, no comments received.
Lancashire County Highways	No Objections
Lancaster Civic Society	Objection , the Giant Axe Field has been traditionally set aside for sporting activities and the encroachment into this for commercial usages should be resisted. Retrospective works should be discouraged for future references. The presentation of the application is designed to be misleading.

4.2 At the time of compiling this report, no neighbour representatives have been received.

5.0 Analysis

5.1 The key considerations in the assessment of this application are:

- Amenity
- Public and Highway Safety

5.2 Amenity (NPPF Section 12: Achieving well-designed places, Policies DM21: Advertisements and Shopfronts, DM29: Key Design Principles)

5.2.1 The application seeks retrospective consent for the display of four fascia's to the retail pod that is occupied by webuyanycar.com within the car park of Lancaster FC. The signage is of a simple design that has been applied to the top of each elevation of the retail pod. The design and scale of the signage is considered to be proportionate to the retail pod and will not detract from the amenity of the area, given the site has various other signage that is displayed on the existing shipping containers and portable buildings that are within the site. The retail pod is situated 108 metres into the site from West Road, therefore the signage is not considered to cause harm to the overall site.

5.3 Public and Highway Safety (Policy DM21: Advertisements and Shopfronts)

5.3.1 The retrospective signage is not considered to have an impact upon the highway, due to no illumination and the distance from the signage on the retail pod to West Road. The signage will not impede pedestrian movements due to the signage being attached to the highest part of the retail pod, thus no adverse impact upon public safety.

6.0 Conclusion and Planning Balance

6.1 The signage is of a simple design that is proportionate in scale to the retail pod and its use. The signage is not considered to have a detrimental impact upon the amenity or safety of the area, whilst causing no harm to the wider setting of the site.

Recommendation

That Advertisement Consent BE GRANTED subject to the following conditions:

Condition no.	Description	Type
1	Timescales valid for 5 year period	Control
2	No advertisement is to be displayed without the permission of the owner of the site	Standard Advertisement Condition
3	No advertisement shall be sited or displayed so as to obscure or hinder various transportation signs or signals	Standard Advertisement Condition
4	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	Standard Advertisement Condition
5	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	Standard Advertisement Condition
6	Where an advertisement is required under the Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity	Standard Advertisement Condition

Background Papers

None