

Agenda Item	A14
Application Number	24/00114/ADV
Proposal	Advertisement application for the display of 1 x sign on camera column, 1 wall mounted sign, 2 x pole mounted signs on new poles and 2 x pole mounted signs on existing pole
Application site	The Shore Car Park Shore Road Silverdale Lancashire
Applicant	Mr Yaseen Laher
Agent	
Case Officer	Ms Sophie Taylor
Departure	
Summary of Recommendation	Approval, subject to conditions

(i) Procedural Matters

The application 24/00113/FUL has been called in to Planning Committee by Councillor Alan Greenwell, therefore as this application relates to the above application it will also be determined by the Planning Regulatory Committee.

1.0 Application Site and Setting

1.1 The site to which this application relates is a gravel area serving a car park, accessed from Shore Road in Silverdale. The site is located within the Arnside and Silverdale National Landscape and partly within the National Landscapes Priority Habitats of coastal saltmarsh and maritime cliff and slope. It is also partly within the Morecambe Bay SSSI, the Morecambe Bay Special Areas of Conservation, the Morecambe Bay and Duddon Estuary Special Protection Area, the Morecambe Bay RAMSAR site, the Jack Scout/Silverdale Shore Regionally Important Geological Site and the Silverdale Coastal Cliffs and 'The Lots' Biological Heritage Site (2012). The site is located within Flood Zone 2 and 3 as well as open countryside and a public right of way also runs through the application site.

2.0 Proposal

2.1 The application seeks advertisement consent for the display of 1 x sign on camera column, 1 wall mounted sign, 2 x pole mounted signs on new poles and 2 x pole mounted signs on existing pole.
 Sign 1 Camera Mounted – This sign will measure approx. 800mm by 600mm and will be installed approximately 2.25m up the 5m camera pole.
 Sign 1 and 1a – Sign 1 will measure approx. 800mm by 600mm and Sign 1a will measure approx 450mm by 450mm. These signs will be installed on an existing pole approx. 2.1m high.

Sign 2 – These will measure approx. 800mm by 600mm, one shall be installed on a 2.3m high pole and the other on a 1.6m high pole.
 An additional sign measuring 900mm by 800mm will be installed on an existing wall and all signs shall be coloured blue, black and white.

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
24/00113/FUL	Retrospective application for a pole mounted light/camera and associated cabinet	Concurrent application.

4.0 Consultation Responses

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

Consultee	Response
County Highways	No response.
Parish Council	Objection. Excessive amount of signage and poles, damaging environmental quality of landscape, camera needing full planning permission.
Arnside and Silverdale National Landscape Partnership	Concerns with landscape impacts, potential impact on designated site, inappropriate modifications to the surfacing and insufficient incorporation of enhancement measures. Scale of the car park and additional signage and poles are excessive.

4.2 The following responses have been received from members of the public:

Eight comments objecting to the application have been received and are summarised below:

- Alien addition
- Harming national landscape
- Flooding
- Public right of way
- Inaccuracies within application form
- Vehicles parking elsewhere
- Raising land without planning permission
- Electricity supply to camera

Five comments in support of the application have been received and are summarised below:

- Reduced anti-social behaviour, including camping.

5.0 Analysis

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

- Amenity and Landscape
- Highway Safety

5.2 Principle of Development (National Planning Policy Framework Section 12 Achieving well-designed and beautiful places, Section 15 Conserving and enhancing the natural environment; Town and Country Planning Act, Section 55; Development Management DPD Policies DM29 Key Design Principles, DM46 Development and Landscape Impact; Strategic Policies and Land Allocations DPD Policies EN2 Areas of Outstanding Natural Beauty, EN3 The Open Countryside; Arnside and Silverdale AONB DPD AS08 Design)

5.2.1 Comments have been received regarding the lawful use of the land as a car park and the laying of hardcore. The site has been subjected to an enforcement case in relation to the use of the land, the laying of hardcore and the erection of a pole mounted camera and associated advertisements. It has been evidenced through aerial photography and comments made by local residents that the land has been continuously used as a car park as far back as 2000 and therefore, the current use as a car park is lawful through the passage of time. It was also evidenced through aerial photography that the land has had a substantial amount of hardcore in place for at least six years and as the development was completed prior to the regulation changes it is therefore lawful through the passage of time. Whilst complaints suggest that new hardcore has been spread more recently, the works may be considered to be a repair of the existing hardcore, however, if it was determined that the works constituted development, it would not be expedient to pursue the maintenance of existing hardcore.

5.2.2 The signs are sited within the ownership of the applicant which is corroborated by the title deeds obtained from HM Land Registry. Additionally, County Highways have raised no objections in relation to the ownership of the land.

5.2.3 This application therefore seeks solely to obtain advertisement consent and as such, comments regarding the use of the site as a car park are not considered to be a material consideration to this application. The ANPR camera and associated development is currently under consideration through a separate application.

5.3 **Amenity and Landscape (National Planning Policy Framework Section 12 Achieving well-designed and beautiful places, Section 15 Conserving and enhancing the natural environment; Development Management DPD Policies DM21 Advertisements and Shopfronts, DM29 Key Design Principles, DM46 Development and Landscape Impact; Strategic Policies and Land Allocations DPD EN2 Areas of Outstanding Natural Beauty, EN3 The Open Countryside; Arnside and Silverdale AONB DPD AS08 Design AS14 Advertising and Signage.)**

5.3.1 Policy DM21 of the DM DPD states that 'advertisements should be well designed and appropriately sited in order to contribute positively to a safe and attractive environment'. The policy goes on to state that advertisements should 'be of a high quality design and sensitive to the visual appearance of the building which it is to be sited and the surrounding streetscene', should be 'appropriate to its setting and location and have due regard for local distinctiveness' and should not contribute to an 'unsightly proliferation of clutter or signage in the vicinity'. Policy AS14 of the Arnside and Silverdale AONB DPD further builds on these points, stating that adverts and signs should 'conserve and enhance the landscape character and visual amenity of the AONB' and they should be 'of high quality design and of appropriate scale and colour to be in keeping with the surroundings'.

The signs are relatively small in size and height and have been placed to minimise their impact on the National Landscape. The signs siting makes use of existing infrastructure, as one sign is sited on an existing wall and two more on an existing pole, thus minimising the amount of new poles needed. Where new poles have been installed, they are located towards to edges of the car park and have a maximum height of 2.3 metres, so as to minimise their impact on the landscape. The signage has a subdued design, using appropriate colours and so they will appear relatively discreet within the wider landscape. Whilst there is minimal other signage in the immediate vicinity, given the size, colour and placement of the signs, they are not considered to have an adverse impact on the visual amenity of the area or the wider National Landscape.

5.3.2 Silverdale Parish Council have objected to the application stating that there is an excessive number of poles and signage and that the proposal is damaging to the environmental quality of the landscape. The Arnside and Silverdale National Landscape Partnership have also raised concerns regarding landscape impacts, the potential impact on the designated site, inappropriate modifications to the surfacing, insufficient incorporation of enhancement measures and an excessive amount of signage and poles.

However, given the careful siting and design of the poles, they are not considered to have an adverse impact on the visual amenity of the area. Public representations also brought up material inaccuracies within the application form such as the number of car parking spaces, impact on trees, flood risk assessment and biodiversity and geological conservation. For an advert consent, only

amenity and public safety is considered, therefore the above comments are not seen to be materially relevant to this application.

5.4 **Highway Safety** (National Planning Policy Framework Section 9 Promoting sustainable transport: Development Management DPD Policies DM21 Advertisements and Shopfronts, DM29 Key Design Principles, DM60 Enhancing Accessibility and Transport Linkages)

5.4.1 Policy DM21 of the DM DPD states that ‘all forms of advertisements that require consent must not cause a public safety hazard’ and should ‘not cause a hazard to pedestrians or road users’.

The signs will have no form of illumination, will be located within the site and will be obscured from view of the wider highway network. The proposed signage will not impede pedestrian movements, thus no adverse impact upon public safety.

6.0 Conclusion and Planning Balance

6.1 The siting and design of the proposed signage and associated poles ensures the proposal will have no significant impact upon the amenity or safety of the area, nor will they have a significant impact on the setting and landscape of the area.

Recommendation

That Advertisement Consent **BE GRANTED** subject to the following conditions:

Condition no.	Description	Type
1	Standard 5 Year Timescale for Advertisements	Control
2	Development in accordance with approved plans	Control
3	No advertisement is to be displayed without the permission of the owner of the site	Standard Advertisement Condition
4	No advertisement shall be sited or displayed so as to obscure or hinder various transportation signs or signals	Standard Advertisement Condition
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	Standard Advertisement Condition
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	Standard Advertisement Condition
7	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