

Agenda Item A12	Committee Date 22 August 2016	Application Number 16/00828/ADV
Application Site Salt Ayre Sports Centre Doris Henderson Way Heaton With Oxcliffe Lancaster	Proposal Advertisement application for the display of one internally illuminated individual letter sign	
Name of Applicant Suzanne Lodge	Name of Agent Alistair Ewing	
Decision Target Date 24 August 2016	Reason For Delay None	
Case Officer	Mr Andrew Clement	
Departure	No	
Summary of Recommendation	Approval	

(i) **Procedural Matters**

This form of development would normally be dealt with under the Scheme of Delegation. However, Lancaster City Council is the applicant, and as such the application must be determined by the Planning Committee.

1.0 The Site and its Surroundings

1.1 The application site relates to Salt Ayre Sports Centre, owned by Lancaster City Council. The site is located south of Morecambe Road and approximately 40 metres south of the nearest dwellinghouse in Scale Hall Farm residential area.

2.0 The Proposal

2.1 The application seeks advertisement consent for the display of one internally illuminated fascia sign. The fascia board measures 7 metres wide by 0.7 metres tall, constructed of russwood, with internally illuminated individual lettering measuring 0.42 metres in height, with polished chrome sides around the white lettering. It would be sited 3.12 metres above ground level. The signage will form part of a redeveloped main entrance, which was approved at the last Committee meeting (16/00552/FUL).

3.0 Site History

3.1 The site has a long planning history dating back to 1993 with the construction of an eight lane floodlit athletics track through permission 93/00071/DPA. Various other sporting developments have been granted planning permission since, the most recent being the extensions to the building and the provision of the Jump Tower and Briefing Cabin.

4.0 Consultation Responses

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

Consultee	Response
County Highways	No objection subject to a condition regarding signage luminance.

5.0 Neighbour Representations

5.1 No observations received.

6.0 Principal National and Development Plan Policies

6.1 National Planning Policy Framework (NPPF)

The National Planning Policy Framework indicates that the purpose of the planning system is to contribute to the achievement of sustainable development. At the heart of the NPPF is a presumption in favour of sustainable development (**paragraph 14**). The following paragraphs of the NPPF are relevant to the determination of this proposal:

Paragraph 17: Core planning principles
Section 7: Requiring good design

6.2 Development Management DPD

DM6: Advertisements

DM35: Key design principles

6.3 Lancaster District Core Strategy – saved policies

SC5: Achieving quality in design

6.4 Other Material Considerations

SPG7: Advertisements and shop fronts design guide

7.0 Comment and Analysis

7.1 The key considerations arising from the advertisement proposal are:

- Amenity; and
- Public safety.

7.2 Amenity

7.2.1 As part of a series of inter-related developments to enhance the leisure facilities at the Sports Centre, including alterations to the main entrance, this application seeks consent to display an internally-illuminated individual letter sign. The proposed materials are considered to be a higher quality to those existing, and match the materials of the recently approved developments at the site. The current signage is wider than the proposed fascia.

7.2.2 The proposed sign is considered proportionate to the site and the scale of the facility. The location of the main entrance is visually contained by the main Sports Centre building, which is located centrally within the site, at a lower elevation to the adjacent floodlit artificial grass pitch, and confined by trees and vegetation around the wider site. The Sports Centre has an evening use until 21:30, and the illumination of signage will help identify the location of the main entrance outside of daylight hours. Although internally illuminated signage can be discouraged in certain areas (such as Conservation Areas), in this particular case there are no heritage assets affected and the site is effectively self-contained due to its scale. Therefore the visual impact of the proposal is considered acceptable and the proposal is consistent with policies DM6, DM35 and NPPF Section 7.

7.2.3 The application specifies an advertisement period of 5 years, which is consistent with the standard time limit for advertisement consents, and is considered appropriate.

7.3 Highway safety

7.3.1 The proposal has raised no objection from the Highway Authority, but a condition to control the level of illumination has been suggested, and is considered appropriate as the signage faces the car park.

8.0 Planning Obligations

8.1 There are no planning obligations to consider as part of this application.

9.0 Conclusions

9.1 It is considered that the proposed signage, as part of the redevelopment of the main entrance, is proportionate in scale and will be constructed in sympathetic materials. The internally illuminated lettering, located above the main entrance, will help identify the location of the entrance, whilst raising no amenity concerns due to the nature of the site, visually contained from public areas. Subject to standard advertisement conditions, and a condition limiting the luminance to protect motorists using the site parking facilities, the application can be supported.

Recommendation

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

1. Standard Advertisement Timescale (5 years)
2. Advertisements to be carried out in accordance to approved plans
3. Advertisement Standard Condition Number 1
4. Advertisement Standard Condition Number 2
5. Advertisement Standard Condition Number 3
6. Advertisement Standard Condition Number 4
7. Advertisement Standard Condition Number 5
8. Limits of the luminance of signage

Article 35, Town and Country Planning (Development Management Procedure) (England) Order 2015

In accordance with the above legislation, Lancaster City Council has made the recommendation in a positive and proactive way to foster the delivery of sustainable development, working proactively with the applicant to secure development that improves the economic, social and environmental conditions of the area. The recommendation has been made having had regard to the impact of development, and in particular to the relevant policies contained in the Development Plan, as presented in full in the officer report, and to all relevant material planning considerations, including the National Planning Policy Framework, National Planning Practice Guidance and relevant Supplementary Planning Documents/ Guidance.

Human Rights Act

This recommendation has been reached after consideration of the provisions of The Human Rights Act. Unless otherwise stated in this report, the issues arising do not appear to be of such magnitude to override the responsibility of the City Council to regulate land use for the benefit of the community as a whole, in accordance with national law.

Background Papers

None