

Agenda Item A12	Committee Date 19 September 2016	Application Number 16/00524/ADV
Application Site The Old Co Op Yard Kellet Road Carnforth Lancashire	Proposal Advertisement application for the display of a non-illuminated free standing sign	
Name of Applicant Mrs Isobel Taylor And Mr Paul Tomlinson	Name of Agent N/A	
Decision Target Date 16 June 2016	Reason For Delay Awaiting amended plans	
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, the land is in the ownership of Lancaster City Council, and as such the application must be determined by the Planning Committee.

1.0 The Site and its Surroundings

1.1 The application site occupies a position at the vehicle access point to an industrial courtyard, accessed from the south side of Kellet Road in Carnforth. A number of small businesses operate from the industrial units, including a stone masons, metal fabricators and dance studio. To the south of the site, and from a separate access off Kellet Lane, there are a number of lock-up garages which are situated on slightly higher ground than the courtyard. The proposed free standing sign would be sited between the entrances to these 2 premises, on land which is owned by Lancaster City Council.

2.0 The Proposal

2.1 The application seeks advertisement consent for the display of one non-illuminated free standing sign, supported from a single post using an existing ground footing. The proposed sign will measure 1.5 metres tall and 0.8 metres wide, advertising the location of the entrance to the Old Co-op Yard industrial units and two current businesses operating from these premises, predominantly in colours blue and maroon.

3.0 Site History

3.1 There have been no recent applications that relate to this proposal.

4.0 Consultation Responses

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

Consultee	Response
Parish Council	No observation received
County Highways	No objection.
Tree Protection Officer	No objection. Originally objected due to lack of tree related information, but now satisfied with amended proposal for single post using existing footing so the adjacent tree can be undisturbed.
Property Services	No objection.

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

DM29: Protection of Trees, Hedgerows & Woodland

DM35: Key design principles

6.3 Lancaster District Core Strategy – saved policies

SC5: Achieving quality in design

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 This application seeks consent to display one non-illuminated free standing sign at the vehicle entrance to the Old Co-Op Yard south of Kellet Road in Carnforth. An existing A-board sign (advertising the stone mason) is situated in this location, which is Lancaster City Council owned land, and the proposed sign is within 2 metres of an existing mature tree.

7.2.2 The proposed sign is considered to be modest in size, proportionate to the scale of the industrial yard, and appropriately located at the vehicle entrance to the site. The proposed colours, design and aluminium material are considered to be sympathetic to the area, which despite being predominantly residential is viewed in the vicinity of advertisements for the neighbouring educational and takeaway uses approximately 60 metres to the east along Kellet Road. 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 originally proposed two posts to support the signage 0.68 metres above the ground. The Tree Protection Officer raised an objection to the proposal, as any excavation of the ground would be likely to encounter the roots of the adjacent existing mature tree. If the proposal were to potentially damage this tree, which is visible from Kellet Road, this would have a negative impact upon the amenity of the area. Amended plans received on 27 August 2016 altered the proposal to a single post, to be mounted to the ground using an existing single footing already at the site. This alteration is considered to have an acceptable impact upon the adjacent mature tree, a view which is

shared by the Tree Protection Officer. Subject to a condition confirming this detail and for no disturbance of the tree structure above or below ground, the proposal is considered to be compatible with policy DM29.

7.2.4 The standard time limit for advertisement consents is 5 years. The current application states an advertisement time period of 10 years. However, no justification has been provided for the proposed extended period, and it is considered that the scheme should align with standard advertisement conditions.

7.3 Public Safety

7.3.1 The proposal has raised no objection from the Highway Authority, and it is considered that the scheme does not raise public safety issues.

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 is proportionate in scale and a sympathetic design. The advertisement will help identify the location of the entrance to the yard and businesses within it, whilst raising no amenity or safety concerns. Subject to standard advertisement conditions, and a condition to ensure no disturbance to the adjacent tree, 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 amended plans (27/8/16) and details of colours (6/6/16)
3. Existing footing to be used and above ground tree structures to be undisturbed
4. Advertisement Standard Condition Number 1
5. Advertisement Standard Condition Number 2
6. Advertisement Standard Condition Number 3
7. Advertisement Standard Condition Number 4
8. Advertisement Standard Condition Number 5

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