

<b>Agenda Item</b> A12	<b>Committee Date</b> 24 July 2017	<b>Application Number</b> 17/00546/ADV
<b>Application Site</b> Land opposite St George's Quay Development Site St George's Quay Lancaster Lancashire		<b>Proposal</b> Advertisement application for the display of one non-illuminated freestanding sign
<b>Name of Applicant</b> Ms Fiona Dootson		<b>Name of Agent</b> Mr Ian Ainsley
<b>Decision Target Date</b> 15 August 2017		<b>Reason For Delay</b> N/A
<b>Case Officer</b>		Mr Robert Clarke
<b>Departure</b>		No
<b>Summary of Recommendation</b>		Approval

**(i) Procedural Matters**

The proposed development would normally fall within the Scheme of Delegation. However, the land to which this application relates is in the ownership of Lancaster City Council, and as such the application must be determined by the Planning and Highways Regulatory Committee.

**1.0 The Site and its Surroundings**

1.1 The site which forms the subject of this application is a parcel of land located to the north of St George's Quay, close to the junction with Lune Road. This land previously occupied poor quality modern buildings and temporary structures associated with earlier business uses. It is now vacant and partially fenced off and has recently been used as a compound/car park during the remediation of the wider Luneside East site. To the south of the site lies the St George's Walk, Persimmon Homes' residential development, whilst the River Lune lies to the north. This body of water enjoys a Biological Heritage Site status.

1.2 The application site is located on the boundary of an Advert Areas of Special Control which encompasses the River Lune to the north.

**2.0 The Proposal**

2.1 This application seeks advertisement consent (temporary until 01/05/2020) for the implementation of a large non-illuminated free-standing directional sign measuring 2.9m in height and 1.6m in width. The sign will feature an aluminium frame with grey background and white and green text. It would provide advertisement for the Barratt Homes' scheme located further west along New Quay Road.

**3.0 Site History**

3.1 The site has a complex and lengthy history relating to the regeneration of Luneside East. The most recent and relevant applications are listed overleaf.

Application Number	Proposal	Decision
14/01186/VCN	Erection of 149 dwellings with associated landscaping and car parking (pursuant to the variation of condition 2 on planning permission 13/01200/FUL to amend plans for the Greyfriars house type and the apartment blocks)	Approved
16/00574/FUL	Demolition of existing mill building, erection of 3 buildings comprising ground floor ancillary uses (Classes A1-A4, B1a, D1 and D2) and student accommodation above and 1 building of student accommodation, conversion of existing pump house to a mixed use communal facility (Classes A2, B1a and D1), and associated access, parking, servicing and landscaping / public realm works	Approved
17/00361/FUL	Siting of a temporary sales cabin with associated parking	Approved

#### **4.0 Consultation Responses**

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

Consultee	Response
County Highways	No objection – conditions recommended
Property Services	No objection – Advised that the land on which the sign would be located is in the ownership of Lancaster City Council but is already subject of a lease agreement

#### **5.0 Neighbour Representations**

5.1 No representations received during the statutory consultation period

#### **6.0 Principal National and Development Plan Policies**

##### **6.1 National Planning Policy Framework**

Paragraph 17 (core principles)

National Planning Policy Framework (NPPF) – Paragraphs 67 and 68 – Requiring Good Design

##### **6.2 Local Planning Policy Overview – Current Position**

At the 14 December 2016 meeting of its Full Council, the local authority resolved to undertake public consultation on:

- (i) The Strategic Policies and Land Allocations Development Plan Document (DPD); and,
- (ii) A Review of the Development Management DPD.

This enabled progress to be made on the preparation of a Local Plan for the Lancaster District. Public consultation took place from 27 January 2017 to 24 March 2017. Whilst the consultation responses are currently being fully considered, the local authority remains in a position to make swift progress in moving towards the latter stages of: reviewing the draft documents to take account of consultation outcomes, formal publication and submission to Government, and, then independent Examination of the Local Plan. If an Inspector finds that the submitted DPDs have been soundly prepared they may be adopted by the Council, potentially in 2018.

The **Strategic Policies and Land Allocations DPD** will replace the remaining policies of the Lancaster District Core Strategy (2008) and the residual 'saved' land allocation policies from the 2004 District Local Plan. Following the Council resolution in December 2016, it is considered that the Strategic Policies and Land Allocations DPD is a material consideration in decision-making, although with limited weight. The weight attributed to this DPD will increase as the plan's preparation progresses through the stages described above.

The **Review of the Development Management DPD** updates the policies that are contained within the current document, which was adopted in December 2014. As it is part of the development plan the current document is already material in terms of decision-making. Where any policies in the

draft 'Review' document are different from those adopted in 2014, and those policies materially affect the consideration of the planning application, then these will be taken into account during decision-making, although again with limited weight. The weight attributed to the revised policies in the 'Review' will increase as the plan's preparation progresses through the stages described above.

### 6.3 **Development Management DPD**

Policy DM6 – Advertisements  
Policy DM35 – Key principles

### 6.4 **Lancaster Core Strategy**

SC1 – Sustainable development  
SC5 – Achieving good design

## **7.0 Comment and Analysis**

7.1 The key considerations arising from the proposal are:

- Amenity; and
- Highway safety

7.2 Amenity

7.2.1 This section of land falls within the wider Luneside East regeneration area, with the land opposite receiving permission for the erection of 149 new dwellings (Persimmon Homes) and for the construction of student accommodation further to the east. In addition to this is another residential site (Luneside West, which is being developed out by Redrow Homes and Barratt Homes) along New Quay Road, to which this application relates. The sign would be highly visible on approach from St George's Quay and New Quay Road and will be particularly prominent at the junction with Lune Road and when viewed within the context of the River Lune which lies to the rear, which is subject to an Advert Areas of Special Control designation. In this position there is an absence of built form or trees or hedging which would serve to dilute the presence of the signage. However, the design of the signage itself is considered appropriate and the use subdued colours will serve to mitigate against the signs presence in this prominent location within the street scene.

7.2.2 Within close proximity to the location of the proposed advertisement, temporary directional signs which relate to the housing development site further along New Quay Road, including the Barratt Homes site, have been put in place, most mounted to lamp posts. In addition to these there are also a number of unauthorised large free standing signs close to the Lune Road junction advertising the nearby development sites including Barratt Homes, Redrow Homes and Persimmon Homes. An unauthorised free standing sign relating to the Barratts development site has been erected within the grounds of the Scaleford Care Home, directly opposite the location of the proposed signage. This sign is similar in scale and design to that proposed through this application. As this signage did not benefit from receiving advertisement consent it has been raised with an Enforcement Officer. Finally, adjacent to the entrance to the Barratt Homes development site a large number of free standing advertisement boards, advertisement hoarding and flag poles have been erected. This is also the case with the entrance to the Redrow Homes section of the development site though to a lesser extent than the Barratt Homes part.

7.2.3 Although the proposed sign relates poorly to its subject, being located over 570 meters away from the Barratt Homes' Riverside View housing development, its size, design and purpose is deemed acceptable. It provides directional signage that will hopefully aid navigation, thereby assisting highway users and improving highway safety. Its size and design is deemed not to create a distraction, but rather an aid.

7.3 Highway safety

7.3.1 The proposed signage would be located close to the junction of St George's Quay, New Quay Road and Lune Road. No objection has been received by County Highways as in its current form it was considered that it would not impact upon the use of the existing highway network. However, a number of conditions were recommended relating to the use of contact information on amended

proposals, the material finish of the sign and the location of the sign. The condition regarding the use of contact information is not recommended in this case, as a change of design would require the benefit of a further Advertisement Consent application. The condition regarding the material finish of the sign (the use of a non-reflective finish) is recommended so as to prevent glare to road users. The condition regarding the positioning of the sign outside of the highway boundary is not recommended either as the sign is to be situated within the land owned by Lancaster City Council, away from the public highway. Other standard advertisement conditions protect users of the highway.

## **8.0 Planning Obligations**

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

## **9.0 Conclusions**

9.1 The use of an appropriate design featuring a subdued colour scheme is considered to mitigate against the prominence of the proposed advertisement within the street scene. Furthermore, consideration has been given to the existing proliferation of signage in this location, due to existing signage it is not considered that a refusal would stand at appeal stage. It is for this reason that an on balance approval is recommended.

## **Recommendation**

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

1. Temporary consent until 01/05/2020
2. Advertisement in accordance with the approved plans – to be listed
3. Use of a non-reflective material
4. Advertisement not to be displayed without permission of the site's owner or any other person with an interest in the site
5. Advertisement not to be sited or displayed so as to endanger persons, obscure or hinder traffic signs/signals, hinder the operation of any device used for security or measuring vehicle speeds
6. Maintenance of site/sign so not to impair the visual amenity of the site
7. Structure of sign to be maintained so not to endanger the public
8. After the advertisement is removal the site shall be left in a condition so not to endanger the public or impair visual amenity

## **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.

## **Background Papers**

None