

Agenda Item A12	Committee Date 5 February 2018	Application Number 17/00962/ADV
Application Site Salt Ayre Sports Centre Doris Henderson Way Heaton With Oxcliffe Lancaster		Proposal Advertisement application for the display of an internally illuminated freestanding sign
Name of Applicant Mr Stuart Glover		Name of Agent N/A
Decision Target Date 18 January 2018		Reason For Delay Committee Cycle
Case Officer		Mr Robert Clarke
Departure		No
Summary of Recommendation		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 adjacent to the junction of Ovangle Road and Salt Ayre Lane, close to the entrance of the recycling/disposal centre and access road to Salt Ayre Sports Centre. The land currently features a free standing advertisement relating to the nearby Sports Centre.

1.2 The application site is located within an Advert Area of Special Control which encompasses the River Lune to the south.

2.0 The Proposal

2.1 This application seeks advertisement consent for the implementation of an internally illuminated monolith type free standing sign. The sign will utilise the frame of the existing sign, which has a height of 4.9m and width of 2.3m. It will be finished in red (RAL 3024) panels with the Salt Ayre logo in white and internally illuminated. The Council logo and website address will be set out below this. The sign will be dual faced.

3.0 Site History

3.1 The Planning Authority has no planning history relating to this parcel of land.

4.0 Consultation Responses

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

Consultee	Response
County Highways	No objection
Property Services	No response during the statutory consultation period

5.0 Neighbour Representations

5.1 No responses during the statutory consultation period

6.0 Principal National and Development Plan Policies

6.1 National Planning Policy Framework

Paragraph 17 (Core principles)
 Paragraphs 56, 58, 60 and 64 (Design)
 Paragraphs 67 and 68 (Advertisements)

6.2 Local Planning Policy Overview – Current Position

At the 20 December 2017 meeting of its Full Council, the local authority resolved to publish the following 2 Development Plan Documents (DPD) for submission to the Planning Inspectorate:

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

This enables progress to be made on the preparation of a Local Plan for the Lancaster District. The DPDs will be published in February, after which there will be a 6 week period for representations prior to the submission of the documents to the Planning Inspectorate for independent Examination. If an Inspector finds that the submitted DPDs have been soundly prepared they may be adopted by the Council, potentially in late 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 2017, 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 design principles

6.4 Lancaster Core Strategy

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 The sign will be highly visible on approach on Ovangle Road and will be particularly prominent at the junction with Salt Ayre Lane. The sign will be seen within the context of the adjacent waste recycling site, nearby supermarket, car dealerships and petrol station whilst White Lund Industrial Estate is located just to the north east. In this well-developed urban setting, the reuse of the existing sign frame for the proposed advertisement will not result in harm to the surrounding street scene. It is acknowledged that a band of mature trees to the east and south of the site help to provide some visual containment to the advertisement. Given the presence of existing illuminated signage at the aforementioned sites, the use of internal illumination to the logo only is considered acceptable.

7.2.2 The use of a totem sign as opposed to a monolith type sign was discussed with the applicants, as it was considered the removal of the bottom most panel helped to reduce the mass of the sign and minimise blank space on the sign itself. Salt Ayre Sports Centre has recently undergone a rebranding exercise with a new logo and signage. The monolith type sign now forms part of the brand and new monolith signs have been erected around the site. As such the use of a totem type sign was ruled out. In order to minimise blank space on the sign, the Council's logo and website address have been relocated to the middle panel which is considered to help break up the mass of the sign. It is considered this revised design represents an acceptable advertisement in this setting.

7.3 Highway Safety

Whilst the proposed signage would be located close to the junction of Ovangle Road and Salt Ayre Lane, no objection has been raised by the Highway Authority. It is considered that the sign will not result in highway safety implications.

8.0 Planning Obligations

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

9.0 Conclusions

9.1 The presence of a free standing advertisement on this site has already been established. The use of internal illumination within this urbanised setting will not result in harm to the appearance of the wider locality and the advertisement will not adversely affect highway safety.

Recommendation

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

1. Standard advertisement timescale
2. Advertisement in accordance with the approved (amended) plans
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 removed the site shall be left in a condition so not to endanger the public or impair visual amenity

Background Papers

None