

Agenda Item	A8
Application Number	24/00947/ADV
Proposal	Advertising application for the display of 2 post mounted signs
Application site	Hest Bank Beach The Shore Hest Bank Lancashire
Applicant	Miss Elanor Brown
Agent	
Case Officer	Ms Sophie Taylor
Departure	
Summary of Recommendation	Approval, subject to conditions

(i) **Procedural Matters**

This application for advertisement consent is required to be determined by the Planning Committee as the applicant is a member of Lancaster City Council staff.

1.0 Application Site and Setting

1.1 The site forming the subject of this application is located between a car park and the coastal sand dunes to the west of the railway line and village of Hest Bank. The site is adjacent to the Lancashire Coastal Way walking route, and to the west of the unclassified public highway cul-de-sac of The Shore, which links to two public right of way footpaths to the north. The site is within flood zones 2, 3, and partly within 3b, is identified as Open Countryside and forms coastal land to Morecambe Bay which is a Ramsar site, Special Protection Area (SPA), Special Area of Conservation (SAC) and Site of Special Scientific Interest (SSSI).

2.0 Proposal

2.1 The application seeks advertisement consent for the display of two identical signs measuring approx. 350mm in width and 500mm in length. Two signs are proposed, and they will be located approx. 156m apart. The signage will be installed on a fence post measuring approx. 1.4m in height with a camera bracket fixed to the top. The signage will have a pale blue background and features a QR code and information about the Our Future Coasts project.

2.2 The signage forms part of the Our Future Coast project which is a project aimed at working with nature to safeguard coastal communities. The project will test and implement nature-based solutions to coastal change at 14 different sites along the North West coast, Hest Bank Beach being one of these sites. The signage will detail information regarding the installation of nature-based sediment

trapping devices which have been placed along the shore at Hest Bank. It also aims to encourage members of the public to take photos and upload them in order to help with the monitoring of the coastline and to help understand the impact the structures have on the shoreline.

3.0 Site History

3.1 No relevant planning applications relating to this site have previously been received by the Local Planning Authority.

4.0 Consultation Responses

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

Consultee	Response
County Highways	No objection.
Parish Council	No response received.

4.2 No responses have been received from members of the public.

5.0 Analysis

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

- Amenity and Landscape
- Highway Safety

5.2 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, EN3 The Open Countryside)

5.2.1 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'.

5.2.2 The advertisements would be visible in wider landscape views along the shoreline, however there are several other features located along the shoreline, such as bins, benches and traffic/parking signage. It is considered that due to the small size of the advertisements that the proposal would not be unacceptably obtrusive. The proposal is therefore not considered to cause significant harm to the character and appearance of the immediate landscape given the small scale and other street infrastructure within the vicinity. Furthermore, the benefits entailed with the proposal regarding community engagement and coastal process management are important and sufficient to justify the advertisements.

5.3 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)

5.3.1 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'.

5.3.2 The signs will have no form of illumination and is set back significantly from the highway. The proposed signage will not impede pedestrian movements, thus will have no significant impact upon public safety. County Highways have raised no objections to the proposal.

6.0 Conclusion and Planning Balance

6.1 The siting and design of the proposed signage ensures the proposal will not have a significant effect on the character and appearance of the immediate landscape, nor will they have a significant impact upon highway and public safety.

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