

Application Number 07/2019/6068/ADV

Address Meadowcroft Business Park
Pope Lane
Whitestake
Preston
PR4 4BA

Applicant Bailey

Agent Miss Emma Lambert
Bushell Street Mill
Bushell Street
Preston
PR1 2SP

Development Illuminated and non-illuminated advertisement scheme

Officer Recommendation That members be minded to grant consent with the decision being delegated to the Head of Development Management in consultation with the Chair of Planning Committee on completion of the consultation period and subject to no further representations being received.

Officer Name Mrs Janice Crook

Date application valid 02.07.2019
Target Determination Date 27.08.2019
Extension of Time N/A

Location Plan



1. Summary

- 1.1 This application has been called for determination by planning committee by the local councillor. The application is retrospective for 3 advertisement signs, two of which are illuminated, adjacent to the newly formed access, allowed on appeal, serving the Meadowcroft Business Park off Pope Lane in Whitestake. The scheme is considered appropriate in this location as, although within the Green Belt, it advertises an established business premises and is considered to have no undue impact on public safety, residential or visual amenity and does not have a cumulative impact on the area and is therefore in accordance with the National Planning Policy Framework. It is therefore recommended that advertisement consent be granted with the decision being delegate to the Head of Development Management in consultation with the Chair of Planning Committee on completion of the consultation period and subject to no further representations being received.

2. Application site and surrounding area

- 2.1 The application relates to the Meadowcroft Business Park located on Pope Lane in Whitestake. The site consists of a grouping of buildings which house individual businesses together with a car parking area. A new site access was recently formed directly to the car park off Pope Lane.
- 2.2 The site is within the green belt and is characterised by trees and hedgerows along Pope Lane. Adjacent is a recent residential development of 14 dwellings, nearing completion.

3. Site History

- 3.1 07/2016/1292/FUL construction of new access road and junction, was refused by Planning Committee on 20 June 2017. However, the decision was subject of an appeal with the Inspector allowing the appeal on 7 February 2018.
- 3.2 The site access road was constructed but not fully in accordance with the approved plans and therefore a further application was submitted to remedy the situation.
- 3.3 07/2018/8346/FUL Construction of a new access road (amendment to previous approval 2016/1292/FUL) was approved on 8/2/2019

4. Proposal

- 4.1 The application is retrospective and proposes one illuminated and two non-illuminated advertisements. The two illuminated signs are located on either side of the new site access on Pope Lane and one non-illuminated sign is set approximately 30m into the site adjacent the access road.
- 4.2 The two illuminated advertisements are totem signs, each measuring 2.7m by 1m wide. They will be illuminated with uplighters, with static illumination of 200 cd/m².
- 4.3 The third sign will be 2.7m2.1m by 1.5m wide and non-illuminated.
- 4.4 All signs will be finished in grey and silver satin powder coated aluminium.

5. Representations

- 5.1 Neighbouring properties were notified and a site notice posted with four letters of representation being received. One commented on the way the whole plot has been developed. However, the comments made are not relevant to this current advertisement consent application.

5.2 Points of objection raised in the letters are as follows:

- These signs have been erected without permission, so this is a retrospective application which should be refused
- Detrimental impact on the street scene by virtue of their design, size, height and illumination.
- Green Belt Land and the applicants have not demonstrated any over-riding reason why this scheme should be allowed.
- Meadowcroft is a business park, not a retail establishment, and therefore does not rely on passing trade.
- The appearance of the signs and the illumination is totally out of character with any part of this area.
- These large structures alter and spoil the street scene in this lovely, green part of Pope Lane.
- Meadowcroft Business Park is essentially a small cluster of buildings, which was previously discreetly positioned behind a deep border of shrubs and trees, in what is otherwise a residential and agricultural part of Whitestake.
- These structures do not belong here. Green Belt needs to be protected at all costs.
- The illumination of this entrance road is out of character with anything else on this lane and draws attention to the gaping entrance, which has recently been created.
- These signs have a detrimental impact on the street scene by virtue of their design, size, height and illumination.
- Signs are not sympathetic to the location and are not in keeping with the character of the area which is designated as Green Belt.

6. Consultation replies

6.1 **County Highways** have no objections and are of the opinion that the proposals should have a negligible impact on highway safety within the immediate vicinity of the site.

7. Policy considerations

7.1 **National Planning Policy Framework Chapter 12 Para. 132** The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

7.2 **Policy G1: Green Belt** has a general presumption against inappropriate development and planning permission will not be given for the construction of new buildings unless there are very special circumstances. However, exceptions to this are buildings for agriculture and forestry; provision of appropriate facilities for outdoor sport, outdoor recreation and for cemeteries, as long as it preserves the openness of the Green Belt and does not conflict with the purposes of including land within it; the extension or alteration of a building provided that it does not result in disproportionate additions over and above the size of the original building; the replacement of a building, provided the new building is in the same use and not materially larger than the one it replaces; limited infilling in villages, and limited affordable housing for local community needs under policies set out in the Local Plan; or limited infilling or the partial or complete redevelopment of previously developed sites, whether redundant or in continuing use (excluding temporary buildings), which would not have a greater impact on the openness of the Green Belt and the purpose of including land within it than the existing development.

8. Material considerations

- 8.1 The NPPF advises that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. In this case three signs are proposed, two of which are to be illuminated. There are no other signs in the immediate vicinity other than road traffic signs and therefore there will be no cumulative impact created by the new signage scheme.
- 8.2 In terms of public safety, all advertisements are intended to attract attention but advertisements at points where drivers need to take more care are more likely to affect public safety. For example, at junctions, roundabouts, pedestrian crossings, on the approach to a low bridge or level crossing. In this case the two illuminated advertisement signs located either side of the new site access serving the Meadowcroft Business Park, at its junction with Pope Lane, approximately 5m from the highway.
- 8.3 County Highways have made comment, based on all the information provided by the applicant to date and after undertaking a site visit. They advise that they have no objections to the proposed development and are of the opinion that the proposals should have a negligible impact on highway safety within the immediate vicinity of the site. Therefore the proposal is considered acceptable in terms of public safety.
- 8.4 In terms of residential amenity, there are no residential properties immediately adjacent to or opposite the location of the advertisements, other than one of the newly constructed dwellings on the adjacent Meadowcroft residential development site. View of one of the advertisements will be obscured by its rear boundary fence and trees. The other two signs will be visible from first floor windows but it is considered the dwelling is sufficient distance from the signs, 25m at the closest, to not be unduly impacted on. Therefore it is considered there will be no impact on residential amenity.
- 8.5 In practice, “amenity” is usually understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement or site for the display of advertisements, where residents or passers-by will be aware of the advertisement. In assessing amenity, consideration is given to the local characteristics of the neighbourhood, for example, if the locality where the advertisement is to be displayed has important scenic, historic, architectural or cultural features.
- 8.6 The visual amenity of Pope Lane is of a rural lane with hedgerow boundaries and trees fronting the Lane. Development is sporadic although there is a group of 10 semi-detached properties to the south-west and the recent Meadowcroft housing development adjacent. However, this is set back from Pope Lane and has a belt of trees screening it from wider view. Although the two illuminated signs are not fully in keeping with the overall characteristics of the area as they introduce a modern style advertisement scheme into this rural area, it is considered they do not have a detrimental impact and are of an appropriate size and scale. The signs are to advertise the location of the Meadowcroft Business Park, a long established business premises. In granting permission for the access road to serve the business premises, the Inspector recognised that *“The new section of access road would be visible from public vantage points at its Pope Lane junction and from within the adjacent residential development when looking towards the Business Park, with remaining viewpoints screened by surrounding tree lines and hedgerow planting adjoining Pope Lane and to other boundaries. From the available public vantage points, the access road and junction would either be viewed in the context of the adjoining residential properties, sections of existing access road, the backdrop of an expansive car parking area and two storey office buildings, or a separate pedestrian footpath through the open grassed area of the site which has associated lighting columns and a backdrop of mature landscaping.”*
- 8.7 The third sign is set back into the site and not as prominent in the street scene. Therefore it is considered that, although two of the signs will have some impact on visual amenity

of Pope Lane, they are viewed in the context of the business park and residential properties and therefore do not have a detrimental impact on the visual amenity of the area to such an extent as to warrant not granting advertisement consent.

9. Conclusion

- 9.1 For the reasons outlined above, it is considered that the advertisement scheme is appropriate in this location. The scheme serves the business park which it is advertising and, although two of the signs are illuminated, they are set within grass verges and seen with the backdrop of hedgerow. The advertisement scheme is considered to be in accordance with the NPPF and it is recommended that consent be granted.

10. Recommendation

- 10.1 That members be minded to grant consent with the decision being delegated to the Head of Development Management in consultation with the Chair of Planning Committee on completion of the consultation period and subject to no further representations being received.

11. Relevant policy

National Planning Policy Framework

South Ribble Local Plan

Policy G1: Green Belt