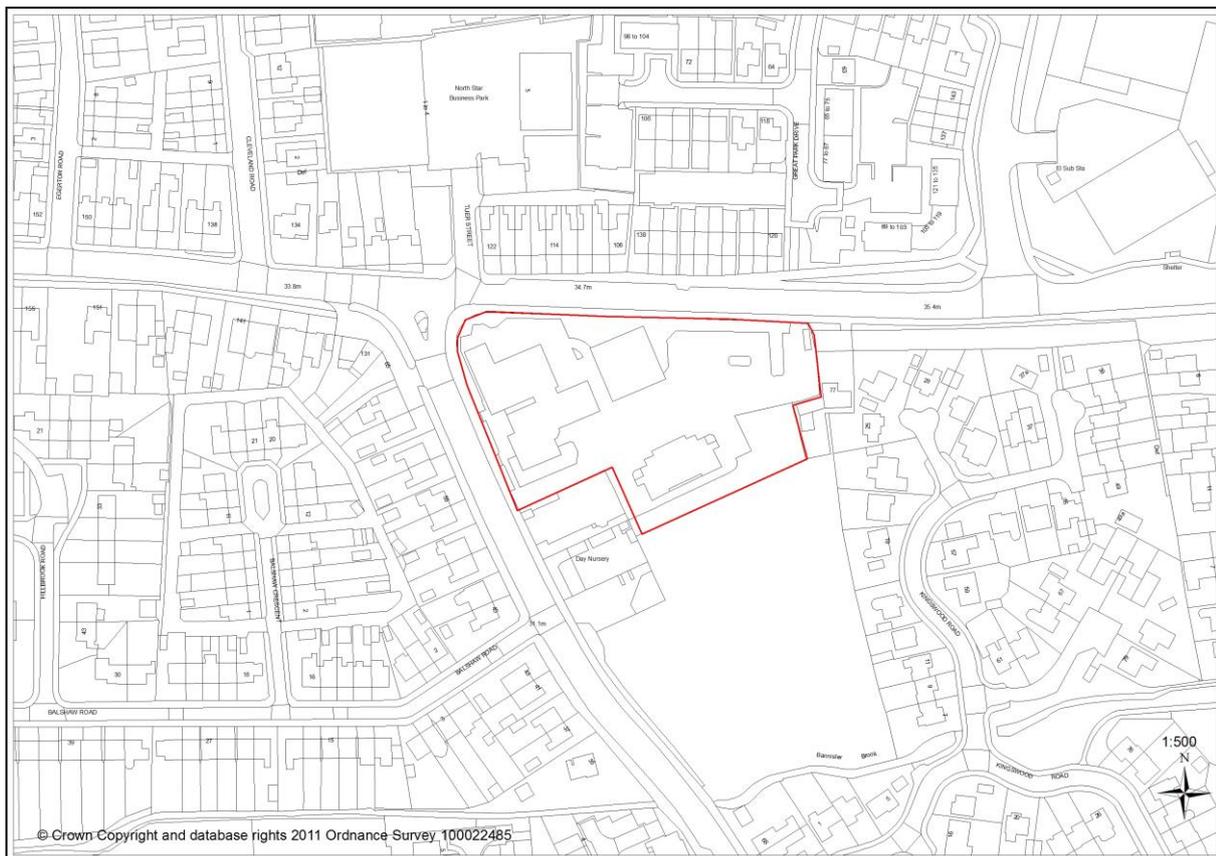


Application Number	07/2019/8177/ADV
Address	Land at School Lane/ Golden Hill Lane Leyland
Applicant	Aldi Stores Ltd
Agent	Harris Partnership 77 Dale Street Manchester
Development	Advertisement consent for 5 no. internally illuminated signs
Officer Recommendation	Consent Granted with Conditions
Date application valid	20.8.19
Target Determination Date	15.10.19
Extension of Time	22.11.19



1. Report Summary

1.1. The applicant seeks advertisement consent for a recently approved Aldi food store accessed off School Lane, Leyland. The application proposes 5 no: illuminated signs; four on the approved store and 1 no: totem to be located within the site towards the School and Golden Hill Lane junction.

1.2. This application follows deferral by Committee in October 2019 to allow Aldi to engage further with residents. The totem sign was originally to be positioned at the School Lane entrance, but following a residents meeting, and having regard to comments made at that meeting, the sign was relocated to the corner of Golden Hill and School Lanes. The applicant is happy to meet residents again but felt that there was little to gain as the sign had already been moved to appease residents' earlier concerns. Any further locational change is likely to then result in a different set of residents requiring its relocation, and a further request for dialogue.

1.3. To avoid repetition of the current situation, and to prevent the decision being deferred indefinitely, Aldi have offered an alternative solution to signage lighting – the issue of most concern – and agree to a condition suggested by Members to control lighting when the store is out of use (see Paras 4.5-4.6 below). They do not however wish to remove any of the signs from the proposal which is no different to illuminated signage found throughout the country; including in Leyland.

1.4. Seven letters of objection have been received with regards to proposed advertisement, potential adverts should they be relocated and the approved store. Four letters support the proposal but of these three object to the totems relocation to School Lane which would result in lost amenity to a different set of residents. Lancashire County Council do not object to either signage or illumination on highways safety grounds.

1.5. Having regard to the following report, it is recommended that consent is granted subject to the imposition of conditions.

2. Application Site and Surrounding Area

2.1. The proposal site is a 0.7ha piece of land at the junction of Golden Hill and School Lanes, Leyland. Golden Hill Lane runs in an east to west direction along the sites northern edge, whilst School Lane spans the western boundary.

2.2. Immediately across Golden Hill Lane are residential properties, whilst facing in the west are residential and commercial premises. 77 Golden Hill Lane (commercial) abuts the eastern site boundary, with no's 25-27 Kingswood Road behind this property, and in the south is Stonehouse Nursery (Grade II listed).

2.3. The site and immediate surroundings are designated by Policy B1 (Existing Built Up Area) of the South Ribble Local Plan.

3. Site Context / Planning History

3.1. There are 36 planning applications on the sites history most of which pre-date 1999 and relate to the previous use.

3.2. The only application of relevance is 07/2018/8309/FUL granted for single storey foodstore (Class A1) with associated works following demolition of existing buildings. Approved by Committee May 2019

4. **Proposal**

4.1. The application proposes erection of 5 no: internally illuminated signs; each to be in the standard Aldi corporate livery:

4.2. Signs 1-3: Illuminated, wall mounted fascia signs measuring 2.1m x 2.5m high. To be located above the front elevation facing the access way (4.5m high), on the north-eastern rear corner facing Golden Hill Lane (1.4m high) and on the north-western corner facing the main car park (2.3m high).

4.3. Sign 4: 1.3m x 1.5m high, and standing 0.5m from ground level on the front elevation

4.4. Sign 5: Pole mounted totem sign of 2.5m wide x 6m high, with an illuminated sign of 2.1m x 2.5m standing 3.5m from ground level. The totem would be located at the north-western junction of Golden Hill and School Lane. This sign has been relocated from its original School Lane location following comments made at the residents meeting of the 12th August 2019.

4.5. The applicant was invited by Committee to enter further dialogue with concerned residents. As they have already moved the sign following concerns raised at a residents meeting, Aldi do not feel that there is anything to be gained by further discussion; particularly as relocation potentially may have a degree of impact upon a separate set of residents who support the current scheme but object to any move to School Lane – the only possible alternative.

4.6. Aldi have however stated that store lighting would have three modes – ‘On’, ‘Staff only’ – used immediately before opening, after closing or at any time when staff are on site but the store is closed, and ‘Off’. When in ‘Staff only’ mode internal lights are dimmed so that they are at a safe level to work in but are not at full lighting capacity to save energy. Car park and totem lights would be on a similar timer system and typically go off 20 minutes after closing time (10pm). Aldi have agreed to a condition to ensure this timing is in place and complied with, but ask that a ‘grace’ period of 30 minutes before opening and after closing is granted to allow staff to arrive at and leave the premises.

5. **Summary of Supporting Documents**

5.1. The application is accompanied by the following:

- Application form (luminance levels detailed)
- Proposed site plan 2259BOL-1001 Rev A (Harris Partnership)
- Totem Details 2259BOL-1004 (Harris Partnership)
- Signage details 2259BOL-1003 (Harris Partnership)
- Location Plan 2259BOL-1000 (Harris Partnership)
- Proposed elevations 2259BOL-102 Rev A and

6. **Representations**

6.1. **Summary of Publicity**

6.1.1. A site notice has been posted and fifty one properties consulted. Two additional rounds of consultation occurred following amendments, and Ward Councillors Forrest and Bylinski-Gelder have been notified. In summary representation is as follows:

In objection

- 6 residents object to the current scheme with the totem at the junction– four received from Golden Hill Lane, one from School Lane and one from Kingswood Road (east of site).
- One resident objects to any potential scheme which would relocate the totem sign to School Lane

In support

- Two residents support the current scheme with the totem at the junction

Both support and object

- Three residents support the current scheme, but object to relocation of the totem to School Lane

6.1.2. Comments received are :

- The site will be intrusive enough without illuminated signs
- Impact of lighting on residential amenity – *'area is residential as all industrial sites have now been built on'*
- No need for lighting – *'the store will be visible enough'*
- Previous site use was dark at night – although in daytime use for some time the site benefits from lawful 24hr use and could revert to these times at any stage
- Out of character/visual impact
- Existing store only has 2 signs and Morrison's only have 1 sign – a check of both sites notes that the Towngate Aldi store has 3 signs (illuminated fascia on Towngate/ illuminated pole mounted totem over main entrance and at corner of Westgate/Towngate). Morrison's have illuminated fascia signs on the side and front elevations (4 in total) and an illuminated totem facing Golden Hill Lane in addition to numerous signs on the adjacent petrol station.
- Respondent agrees to 1 no: unlit sign only
- Lighting will invoke headaches and migraines amongst residents
- Request that the applicant relocates the sign to School Lane. Conversely around half of respondents support the current scheme but object to its relocation to School Lane which would result in their loss of amenity.

Comments which relate solely to the approved store and as such have not been taken into account are:

- Increased traffic and pollution
- Loss of old St Marys building and impact on Old School House
- Over proliferation of supermarkets
- Council impotence at allowing supermarket in this location
- Loss of amenity resulting from car and site lighting
- The area is *'residential not Piccadilly Circus'*
- Lost tree
- Aldi promised community benefits but this property is not a benefit to adjacent residents

7. **Summary of Responses**

7.1. **Lancashire County Council Highways** have no objection on highways safety grounds. In addition to the condition regarding use of illuminated advertisement suggested by Members, a condition to restrict luminance levels is also recommended. This is standard practice for signage of this type

8. **Material Considerations**

8.1. Relevant Policy

8.1.1. The site is designated under Policy B1 of the South Ribble Local Plan as Existing Built Up Area which includes a presumption towards re-development of under used sites where proposals do not impact upon the amenity of occupants of the area, highways safety or the areas character.

8.2. Additional Policy Background

Additional policy of marked relevance to this proposal is as follows:

8.2.1. Economic Policy

8.2.1..1. The NPPF (2019) provides a presumption in favour of sustainable economic growth and development, with Chapter 6 (Building a strong, competitive economy) ensuring that the planning system does everything it can to support sustainable economic growth (Para 80). Core Strategy Policy 11 (Retail and Town Centre Uses) reflects these sentiments

8.2.2. Design/Highways Policy

8.2.2..1. Core Strategy Chapter 7 (Requiring Good Design) and Local Plan Policy G17 (Design of New Buildings) each attach great importance to the design of the built environment to ensure that proposals relate well to neighbouring buildings and the locality, and would not prejudice highway safety.

8.3. Other Material Considerations

8.3.1. Area Character and Impact Upon Residential Properties

8.3.1..1. The School/Golden Hill Lane area of Leyland is characterised by a range of properties in mixed use (commercial and residential), style, height and age and although relatively traditional there is no defined vernacular to the locality. Existing site buildings are on the one hand 1970's utilitarian buildings and on the other C18th and C19th, more decorative structures.

8.3.1..2. The previously approved Aldi store was considered by Members to be acceptable. Following approval of such a development it is not unrealistic therefore for the applicant to seek permission for accompanying advertisement as found outside retail outlets countrywide.

8.3.1..3. Proposed signage would be screened in part by existing and proposed boundary treatments, and in the case of three signs would face towards the proposed store car park.

8.3.1..4. The totem would face east and west towards Golden Hill Lane; its 400mm wide side view being at right angles to, and 23m from the closest Golden Hill residence (no: 122). Neighbouring dwellings (no's 106-120 & 126 Golden Hill and 120-138 Great Park Drive) would indirectly face the sign at between 23m and 100m distance.

8.3.1..5. In the west the totem would face retail premises across School Lane at around 35m; all retail properties on this side have illuminated signage. The closest dwelling on School Lane is no: 61 which benefits from 40m separation.

8.3.1..6. Proposed rear elevation signage would face dwellings across Golden Hill Lane at 23m – 25m separation, whilst side and front elevation signs would enjoy a minimum of 60m distance to neighbouring buildings with appropriate landscape screening. To put this into perspective, only 21m is required between the habitable room windows of directly facing dwellings, where loss of amenity – including from internal and security lighting - is considered unlikely. The case for residential amenity therefore must be taken in context when considering proposed separation distances and the presence of illuminated signage elsewhere; including on School and Golden Hill Lanes.

9. Conclusion

9.1. Proposed signage is, by necessity, prominent but suitably sited. It is however similar to other retail premises in the area – including 4 shops facing on School Lane and a small industrial park opposite on Golden Hill Lane. Signage replicates that found on food stores in Leyland and further afield, and subject to conditions to restrict levels of luminance and use

would not impact so detrimentally on highways safety, the character of the area or residential amenity as to warrant refusal

9.2. Many of the objections raised refer to the previously approved store proposal. As the principle of development is now established these have not been taken into account. Having regard solely to the advertisement scheme therefore, the proposal is considered to accord with relevant policies of the South Ribble Local Plan 2012-2026 and is therefore **recommended that consent is granted subject to the imposition of conditions.**

RECOMMENDATION:

Grant consent with conditions

RECOMMENDED CONDITIONS:

1. The development hereby permitted must be begun not later than the expiration of three years beginning with the date of this permission.
REASON: Required to be imposed pursuant to Section 91 of the Town and Country Planning Act 1990.
2. The development hereby permitted shall be carried out in accordance with the following approved plans and suite of documents:
 - ☐ Application form (luminance levels detailed)
 - ☐ Proposed site plan 2259BOL-1001 Rev A (Harris Partnership)
 - ☐ Totem Details 2259BOL-1004 (Harris Partnership)
 - ☐ Signage details 2259BOL-1003 (Harris Partnership)
 - ☐ Location Plan 2259BOL-1000 (Harris Partnership)
 - ☐ Proposed elevations 2259BOL-102 Rev A andREASON: For the avoidance of doubt and to ensure a satisfactory standard of development in accordance with Policy 17 of the Central Lancashire Core Strategy and Local Plan 2012-2026 Policy G17
3. The limits of luminance shall not exceed those described in Paragraph 2 of Schedule 3 Part II of the Town and Country Planning (Control of Advertisements) Regulations 2007 No 783.
REASON: To avoid glare, dazzle or distraction to passing motorists
4. Illuminated advertisements hereby granted shall only be turned on 30 minutes before store opening and shall be turned off no later than 30 minutes after store closing each day. Other than these 30 minute grace periods advertisements shall not be illuminated at any time during store closing hours.
REASON: To safeguard the amenity and character of the area and to safeguard the living conditions of nearby residents and to accord with Policy 17 in the Central Lancashire Core Strategy

RELEVANT POLICY

National Planning Policy Framework

Central Lancashire Core Strategy

- 11 Retail and Town Centre Uses and Business Based Tourism
- 17 Design of New Buildings

South Ribble Local Plan

- B1 Existing Built Up Area
- G17 Design Criteria for New Development