

25 JUL 2012
FOR THE
ATTENTION OF

For office use only

Application No.

Date received

Fee paid £

Receipt No:

320120957P

Application for consent to display an advertisement(s)

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

You can complete and submit this form electronically via the Planning Portal by visiting www.planningportal.gov.uk/apply

Publication of applications on planning authority websites

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

Please complete using block capitals and black ink.

It is important that you read the accompanying guidance notes as incorrect completion will delay the processing of your application

1. Applicant Name and Address

Title:	MR	First name:	A.M
Last name:	MUGHAL		
Company (optional):			
Unit:		House number:	48
		House suffix:	
House name:	PIZZA KING		
Address 1:	BERRY LANE		
Address 2:	LONGRIDGE		
Address 3:			
Town:	PRESTON		
County:			
Country:	UK		
Postcode:	PR3 3BD		

2. Agent Name and Address

Title:	MR	First name:	SHAHID
Last name:	KHAN		
Company (optional):			
Unit:		House number:	66
		House suffix:	
House name:			
Address 1:	PRINGLE ST		
Address 2:			
Address 3:			
Town:	BLACKBURN		
County:			
Country:	UK		
Postcode:	BB1 1SA		

3. Site Address Details

Please provide the full postal address of the application site

Unit: House number: House suffix:

House name:

Address 1:

Address 2:

Address 3:

Town:

County:

Postcode (optional):

Description of location or a grid reference.
(must be completed if postcode is not known):

Easting: Northing:

Description:

4. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application? ☐ Yes ☒ No

If Yes, please complete the following information about the advice you were given. (This will help the authority to deal with this application more efficiently).

Please tick if the full contact details are not known, and then complete as much as possible: ☐

Officer name:

Reference:

Date (DD/MM/YYYY):
(must be pre-application submission)

Details of pre-application advice received?

5. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal? ☐ Yes ☒ No

If Yes, please provide details:

6. Authority Employee / Member

With respect to the Authority, I am:

Do any of these statements apply to you?

- (a) a member of staff
(b) an elected member
(c) related to a member of staff
(d) related to an elected member

☐ Yes ☒ No

If Yes, please provide details of the name, relationship and role

7. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s):

Please indicate the number of the following types of advertisement(s) you are applying for:	Number of advertisement(s)
Application for fascia sign(s)	1
Application for a projecting or hanging sign(s)	1
Application for a hoarding(s)	
Other	

If you selected Other, please describe:

8. Location of Advertisement(s)

Is the advertisement you are applying for already in place? ☒ Yes ☐ No

If Yes, please provide details of when the use or work started:

FRONT FASCIA SIGN
SIDE HANGING LIGHT BOX SIGN

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

☒ Yes ☐ No ☐ Not applicable

If Yes to either or both above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photographs.

Will the proposed advertisement(s) project over a footpath or other public highway? ☒ Yes ☐ No

Advertisement Period

Please state the period of time for which consent is sought for the advertisement:

From

12/06/12

To

date (DD/MM/YYYY)

10. Interest in the Land

Does the applicant own the land or buildings where the adverts are to be placed?

☒ Yes

☐ No

If No, has the permission of the owner or any other person entitled to give permission for the display of an advertisement been obtained?

☒ Yes

☐ No

If No, why not?

11. Details of Proposed Advertisement(s)

Please provide a full description of each proposed advertisement (e.g. fascia sign, box sign, projecting sign, hoarding, flag etc)

	Advertisement 1	Advertisement 2	Advertisement 3
Type:	FRONT FASCIA SIGN	SIDE PROJECTING SIGN.	
a) The height from the ground to the base of the advertisement (in metres)	2.9m	3.0m	
b) The dimensions of the proposed advertisement (H x W x D) (in metric)	920mm x 2.8m x 80mm	600mm x 940mm x 200mm	
c) The maximum height of any of the individual letters and symbols (in metric)	600mm	200mm	
d) The colour of the text and background	BLUE, YELLOW, RED WHITE.	WHITE	
e) Materials of the proposed sign(s)	ALUMINIUM BOX, UPVC FASCIA SIGNS.	ALUMINIUM BOX, UPVC FASCIA SIGN.	
f) The maximum projection of advertisement from the face of the building	80mm	940mm	
Will any of the sign(s) be illuminated	Yes ☒ No ☐	Yes ☒ No ☐	Yes ☐ No ☐
If Yes for any of the proposed signs, answer g), h) and i)			
g) Details of method of illumination (internally illuminated/externally illuminated)	INTERNAL ILLUMINATED	INTERNAL ILLUMINATED.	
h) illuminance levels (cd/m ²)	240V 50Hz 1Pa	240V 50Hz 1Pa	
i) Will the illumination be static or intermittent?	STATIC	STATIC.	

2. Planning Application Requirements - Checklist

Please read the following checklist to make sure you have sent all the information in support of your proposal. Failure to submit all information required will result in your application being deemed invalid. It will not be considered valid until all information required by the Local Planning Authority has been submitted.

The original and 3 copies of a completed and dated application form: ☒

Drawings

The drawing of the proposed advertisement should show its dimensions and position on the land or building in question. For a sign, the drawing should indicate the materials to be used, fixings, colours, height above the ground and, where it would project from a building, the extent of the projection. A site location plan should also be provided which identifies the proposed position of the advertisement and location of the site by reference to at least two named roads. It should be drawn to an identified scale and show the direction of North. Ordnance Survey maps are not required. Photographs and photomontages may be used. The original and 3 copies of each drawing should be provided: ☒

Description of signs, size and illumination

The type of each sign for which application is being made, e.g. fascia, projecting box, pole-mounted free-standing, should be shown, together with the dimensions of each sign. If any of the signs are to be illuminated please describe the type of illumination, e.g. internal, external, floodlight, etc, and whether the illumination will be static, flashing, or have moving parts. The original and 3 copies of each description should be provided: ☒

The original and 3 copies of a plan which identifies the land to which the application relates drawn to an identified scale and showing the direction of north: ☒

The original and 3 copies of other plans and drawings or information necessary to describe the subject of the application: ☐

The correct fee: ☒

Owner's consent:

It is a condition of every consent granted by or under the Regulations that, before displaying any advertisement, the permission of the owner of the land or other person entitled to grant permission must be obtained. To display any advertisement without this permission is an offence, open to immediate prosecution.

Where the site is within the boundaries of a highway, evidence that the application is acceptable to the highway authority must be provided.

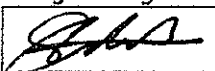
13. Declaration

I/we hereby apply for planning permission/consent as described in this form and the accompanying plans/drawings and additional information.

Signed - Applicant:

Or signed - Agent:

Date DD/MM/YYYY):



22/07/12

(date cannot be pre-application)

14. Applicant Contact Details

Telephone numbers

Country code: National number: Extension number:

Country code: Mobile number (optional):

Country code: Fax number (optional):

Email address (optional):

15. Agent Contact Details

Telephone numbers

Country code: National number: Extension number:

Country code: Mobile number (optional):

Country code: Fax number (optional):

Email address (optional):

icac@hotmail.co.uk

16. Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land? ☒ Yes ☐ No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact? (Please select only one)

☐ Agent

☒ Applicant

☐ Other (if different from the agent/applicant's details)

If Other has been selected, please provide:

Contact name:

Telephone number:

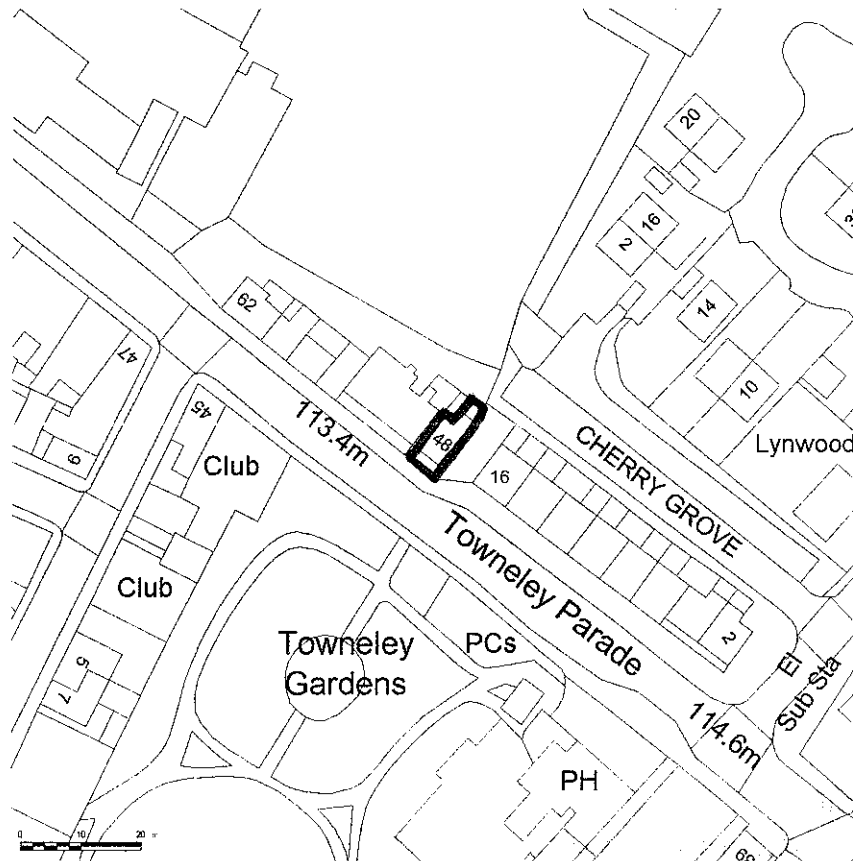
MR A.M MUGHAL

07970343979

Email address:

**SITE LOCATION PLAN
AREA 2 HA
SCALE 1:1250 on A4**

CENTRE COORDINATES: 360331, 437489

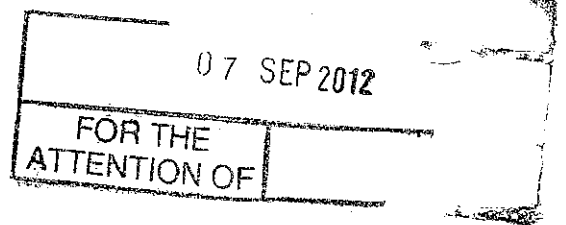


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HERITAGE STATEMENT

on behalf of

MR A M MUGHAL



48 Berry Lane
Longridge
Preston
PR3 3BD

September 2012

1.1 This Heritage Statement is submitted as part of a planning application seeking consent to display an advertisement, which is a replacement of existing signage at 48 Berry Lane, Longridge. It should be read in conjunction with the plans (Project 30, Dwg No: 01/01) and other submitted information.

2.0 Location and Significance

2.2 The property is an unlisted building within the Longridge Conservation Area that was designated in 1979 and extended in 2003.



[2]

2.3 The Council has undertaken an appraisal and management plan which identified the special interest of the area and the measures to retain and improve its quality.

2.4 This conservation area, like many others within Lancashire towns is based on its industrial heritage. Many of the cotton mills no longer survive but other buildings from the 19th Century still exist. The application site on Berry Lane is one such area that contains a mix of commercial properties akin to a town centre location. The most significant heritage assets are the municipal, religious and larger public buildings such as banks and public houses. The other buildings including the two storey terraces also contribute positively to the townscape as does Towneley Gardens.

2.5 The application site is located at the end of a terrace block which were formerly mill workers house's, although the larger size of the ground floor window and its position on the end suggests it has had a history of commercial activity. The terrace, in common with many of its neighbours is made of sandstone with the roof covered in welsh slate. The property has a simple but well defined stone window and door surrounds and larger stone corner quoins.

2.6 The significance of the application site as a heritage asset is in its forming part of the wider townscape and has been identified as a 'building of townscape merit' on the Townscape Appraisal Map (see Figure 1).

3.0 Impact of Proposals and Assessment

3.1 The purpose and rationale of this application is to replace the dated signage that does not reflect the trading style or name of the business following the Applicant's acquisition of the business.

3.2 The proposed (fascia) sign represents an increase in size over the existing signage and also differs from the existing as it is internally rather than externally illuminated. The principle of signage is acceptable on Berry Lane as it is a long established commercial area. The signage is not positioned above fascia level and care has been taken to ensure that Architectural features (e.g. lintels, cills) are not obscured. The proposal therefore in terms of proportions and location fits with the special characteristics of the property and ensure it makes a positive contribution to the conservation area. Whilst the Longridge Conservation Area

Management Guidance makes reference to Local Plan Policy S14, and the signage meets with parts A i)-iii), this is a policy that was not saved.

3.3 Although the proposed materials are modern and the signage is to be back lit, it is consistent with the signage used on properties in the immediate area. This coupled with the removal of the plastic canopies over the ground floor window and entrance door will result in the positive impact (enhancement) of the heritage asset.

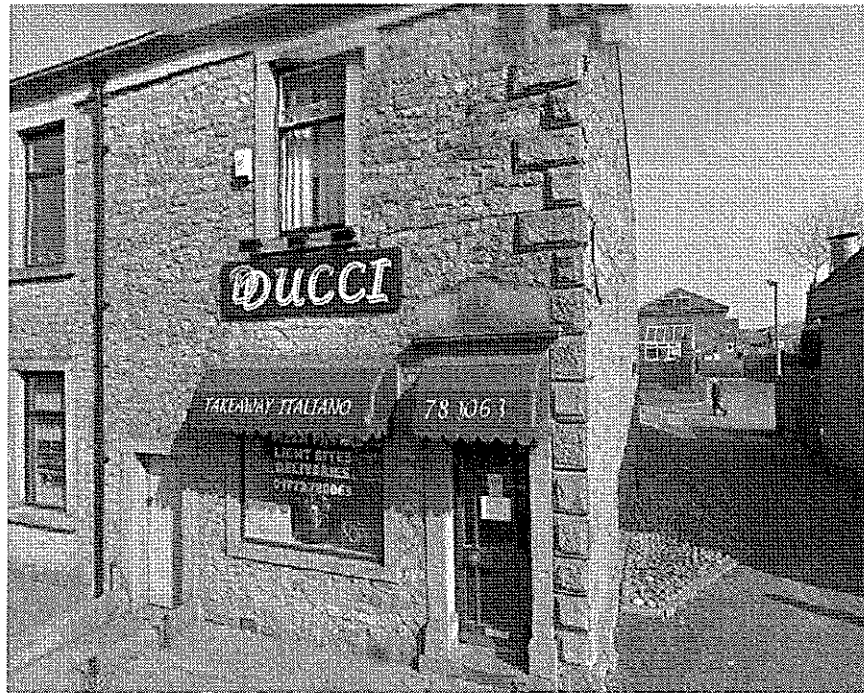


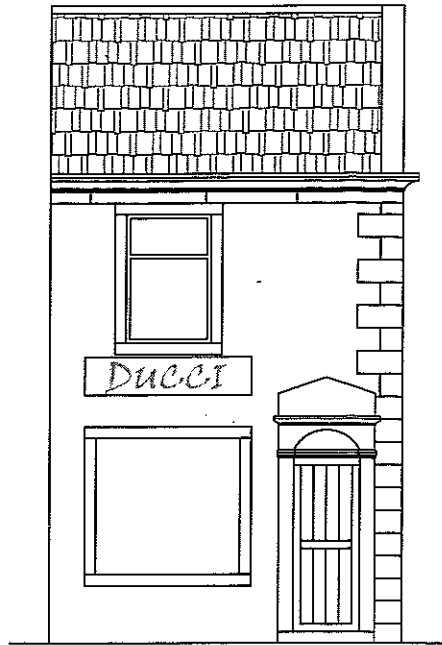
Figure 2: Application Site and plastic canopies (now removed)

3.4 The projecting sign is of a limited size and although set away from the fascia sign, it is positioned at fascia level. This does not give arise to “advertisement clutter” nor does it impinge on the public footpath.

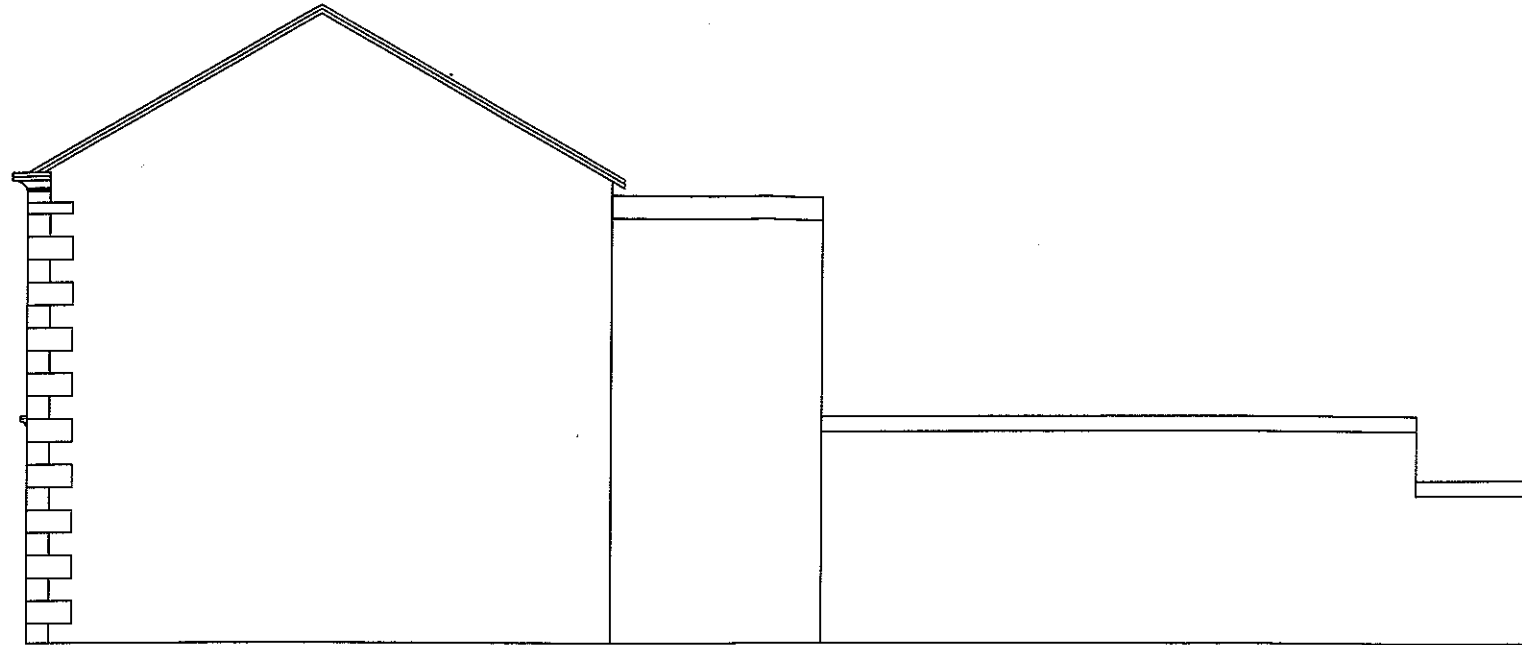
4.0 Conclusion

4.1 The proposal will help the business attract custom and remain viable which in turn will help maintain the heritage asset. This Statement has looked at the significance of the heritage asset and shown the proposal to preserve and enhance its value through being of an appropriate size, good siting and usage of similar materials and illumination to others in the immediate vicinity. It is therefore considered that consent should be granted.

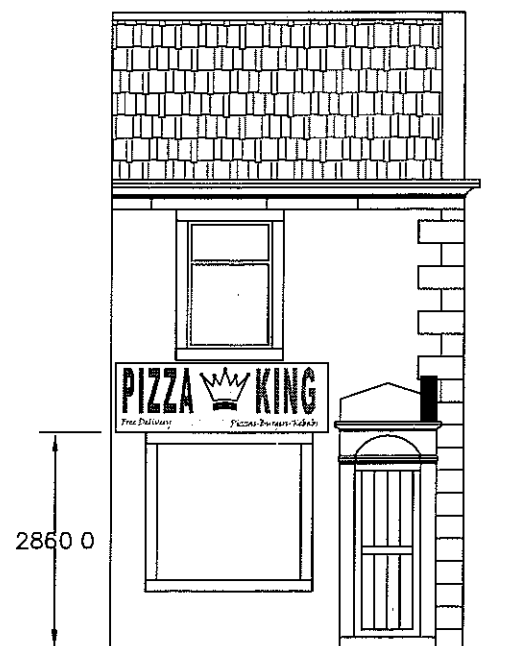
320120957P



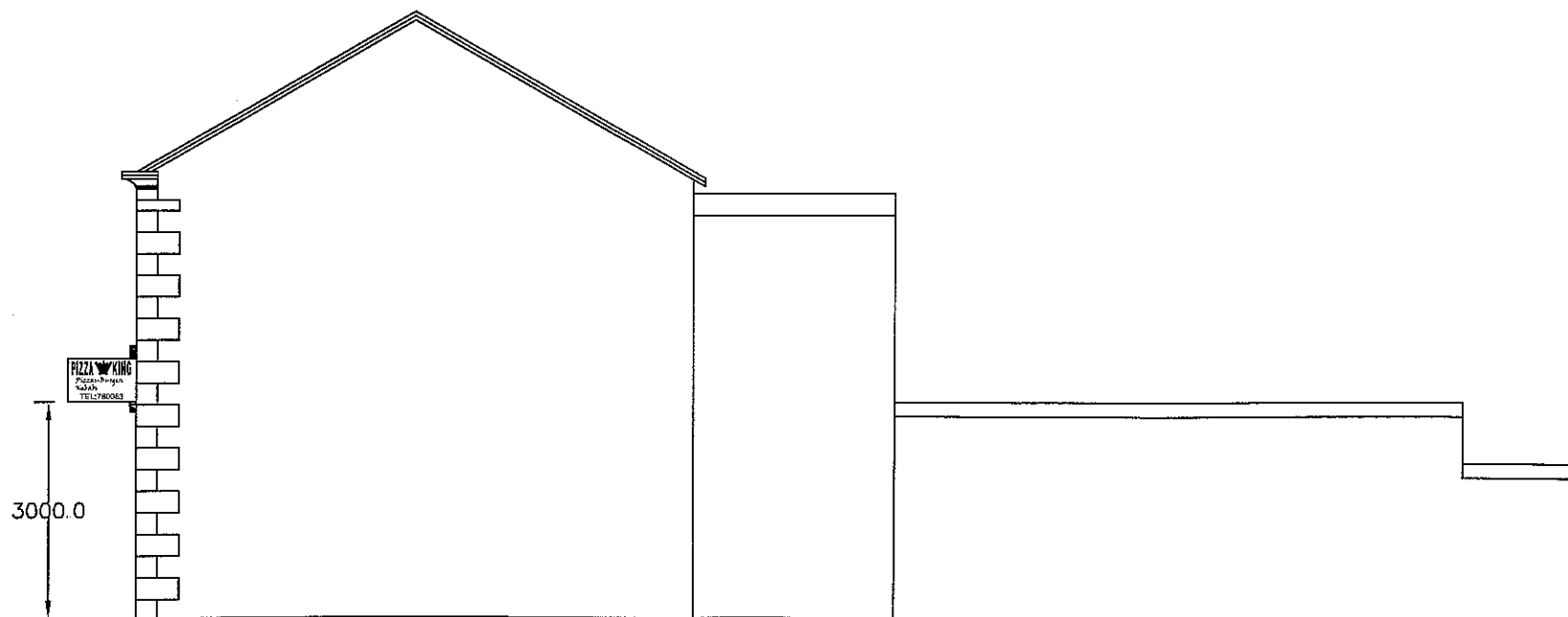
EXISTING FRONT ELEVATION



EXISTING SIDE ELEVATION

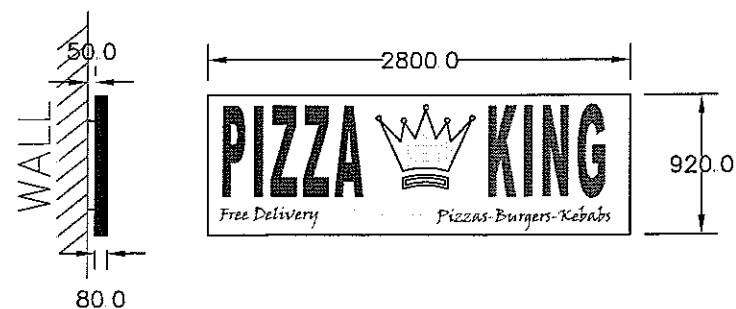


PROPOSED FRONT ELEVATION

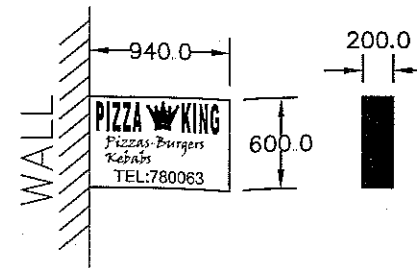


PROPOSED SIDE ELEVATION

FASCIA LIGHT BOX SIGN DIMENSIONS



PROJECTING LIGHT BOX SIGN DIMENSIONS



ISSUED	22.07.12	CLIENT	MR A M MUGHAL
CLIENT	1	DRAWN BY	S KHAN
PLANNING DEPT	3	DATE	JULY 2012
BUILDING REGE		SCALE	1:50 / 1:100
STRUCTURAL ENG		PROJECT No	30
CONTRACTOR		DRAWING No	01 / 01

TITLE:
 PROPOSED CONSENT TO DISPLAY ADVERTISEMENT TO FRONT OF:-
 48 BERRY LANE
 LONGRIDGE
 PRESTON
 PR3 3BD

EXISTING & PROPOSED FLOOR PLANS, EXISTING & PROPOSED ELEVATIONS AND CROSS-SECTION DETAILS
 (No reliance should be placed upon dimensions which are scaled off this drawing; please see annotations)



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