



Council Offices, Church Walk, Clitheroe, Lancashire. BB7 2RA

Tel: 01200 425111

www.ribblevalley.gov.uk

For office use only

Application No 320130066

Date received

Fee paid £

Receipt No:

09 JAN 2013

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

Last name: NESTER

Company (optional):

Unit: House number: House suffix:

House name: VICTORIA STREET GARAGE

Address 1: VICTORIA STREET

Address 2:

Address 3:

Town: CLITHEROE

County: LANCs

Country:

Postcode: BB7 1BL

2. Agent Name and Address

Title: MRS First name: J

Last name: DOUGLAS

Company (optional): JANET DIXON TOWN PLANNER LTD

Unit: House number: House suffix:

House name: 10A WHALLEY ROAD

Address 1:

Address 2:

Address 3:

Town: CLITHEROE

County: LANCs

Country:

Postcode: BB7 1AW

9. Advertisement Period

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

From

01.01.13

To

01.01.18

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

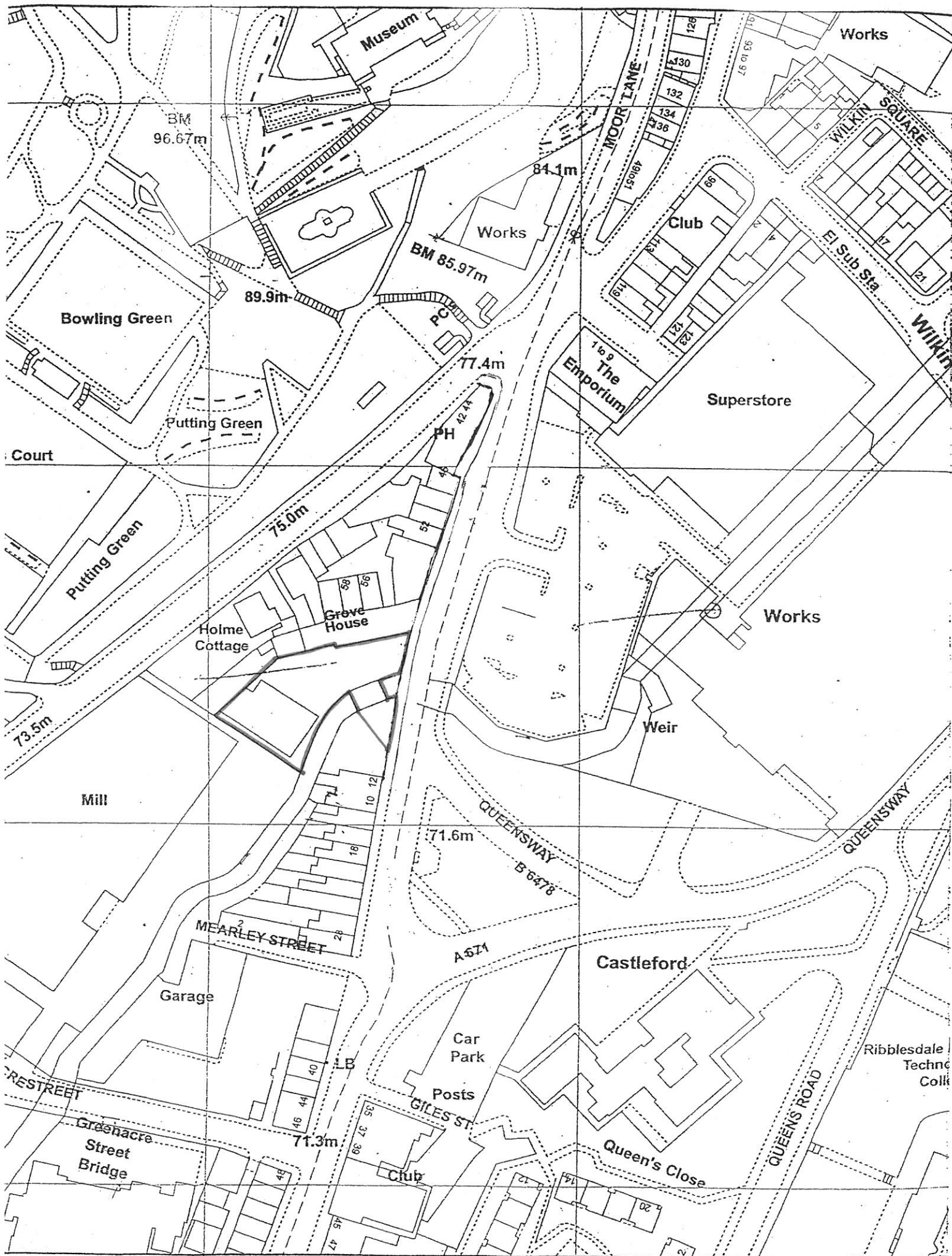
If No, why not?

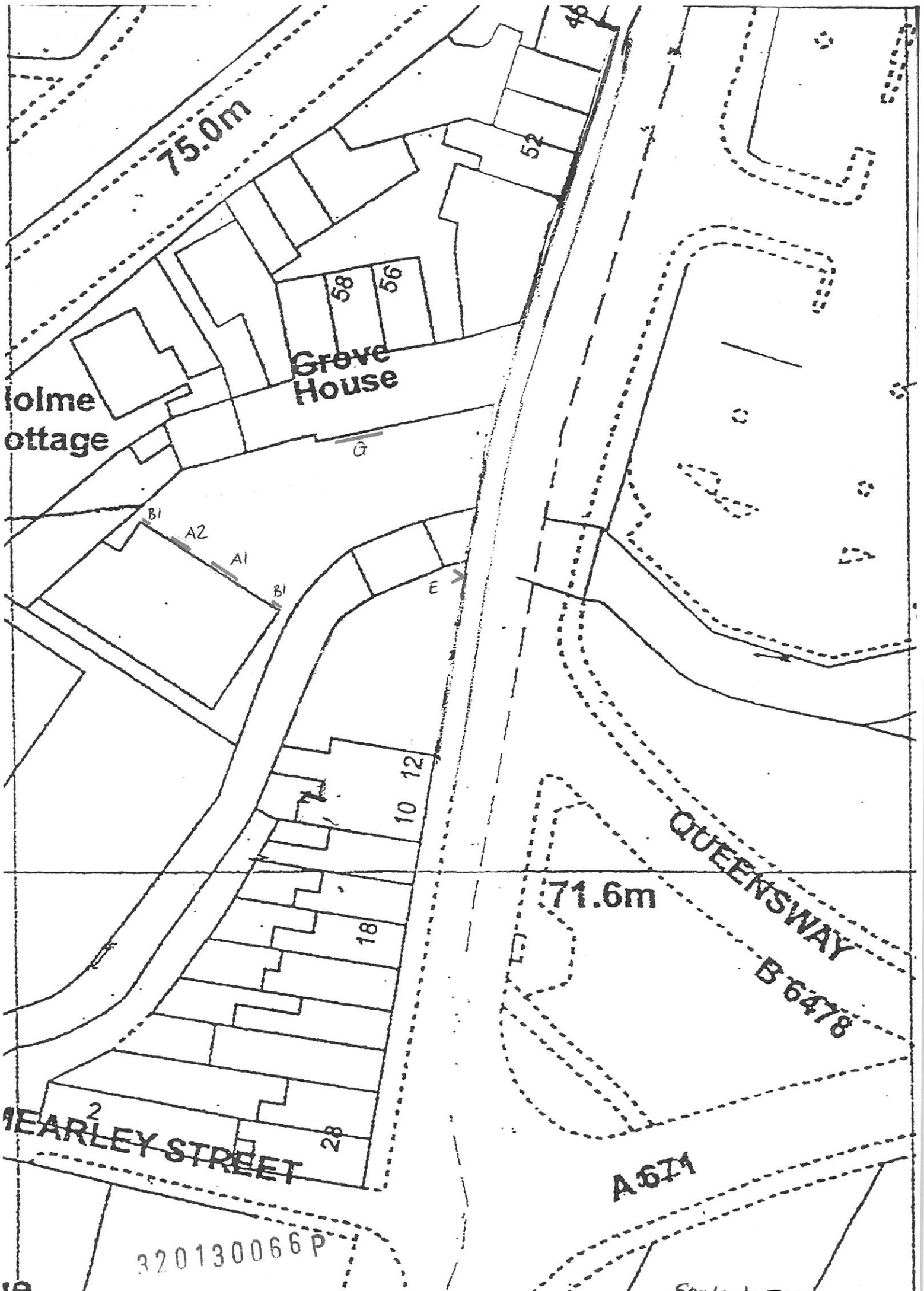
11. Details of Proposed Advertisement(s)

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:	Name Board fascia	Ferrado Brake fascia	Name board double sided hoarding	Banner Hoarding
a) The height from the ground to the base of the advertisement (in metres)	2.7m	1.5m	2.2m	0.0m
b) The dimensions of the proposed advertisement (H x W x D) (in metric)	3m x 1m x 0.02m	860mm x 600mm x 20mm	1.2m x 0.9 x 0.55 - 0.2m	5m x 1m 0.005m
c) The maximum height of any of the individual letters and symbols (in metric)	0.25m	0.40m	0.15m	0.5m
d) The colour of the text and background	white blue	white Red	white blue	white blue
e) Materials of the proposed sign(s)	Matt plastic	Matt plastic	Matt Plastic	Flexible Plastic
f) The maximum projection of advertisement from the face of the building	0.04m	0.04m	—	—
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)	External			
h) illuminance levels (cd/m ²)	less than 600cd/m ²			
i) Will the illumination be static or intermittent?	static			

320130066 P





75.0m

Holme
Cottage

Grove
House

B1

A2

A1

B1

E

10 12

18

28

PEARLEY STREET

320130066 P

71.6m

QUEENSWAY

B 6478

A 671

Scale 1:500

PLANNING AND HERITAGE STATEMENT IN SUPPORT OF AN APPLICATION FOR ADVERTISEMENT CONSENT TO RETAIN EXISTING SIGNAGE AT MOOR LANE GARAGE 62 MOOR LANE CLITHEROE BB7 1AJ

SITE DESCRIPTION

Moor Lane Garage is on the outskirts of the centre of Clitheroe in an area of the town which is mainly commercial in use but outside the defined town centre boundary in the adopted Ribble Valley Districtwide Local Plan. To the north of the site is a hairdressers shop and kitchen suppliers, two vacant properties and the rear of the residential properties which front Woone Lane. On the opposite side of Moor Lane is the car park to Sainsburys Supermarket. To the south are the 3 storey shops at the beginning of Whalley Road. The character of the area is commercial with a significant amount of signage on these commercial buildings. The signage on Sainsbury's car park includes a large internally illuminated totem sign it is within this context that the application site is set.

The Garage is positioned to the rear of the site. Between the garage and the street is a forecourt. The signage which requires consent is fixed to the building the fencing around the forecourt and includes a two sided hoarding.

The site is within the Clitheroe Conservation Area, the southern boundary of which runs along Mearley Brook. The Garage building itself is a very utilitarian building from the 1950's of no architectural merit. It is difficult to see why the site has been included in the conservation except to say that the natural feature of the brook provides a convenient boundary. The three storey properties to the north of the site are listed buildings and the single detached house on Woone Lane is designated as a building of townscape merit.

EXISTING SIGNAGE

Please refer to the table and photographs

HERITAGE STATEMENT

The purpose of this Heritage Statement is to identify the heritage asset. Following identification of the heritage asset it is necessary to assess the significance of the heritage asset. Finally it is necessary to assess the impact of the development on the heritage asset.

The National Planning Policy Framework paragraph 128 requires the level of detail of information provided by the applicant on planning applications affecting heritage assets to be proportional to the importance of the heritage asset, and no more than is sufficient to understand the potential impact of the proposal on the significance of the heritage asset. NPPF paragraph 129 requires local planning authorities to assess the significance of the heritage asset and the effect of the proposal on the heritage asset.

Identifying the Heritage Asset.

The Clitheroe Conservation Area is a designated heritage asset and the three storey houses facing the site area also heritage assets being listed buildings.

Designated Assets, Desk Based Assessment.

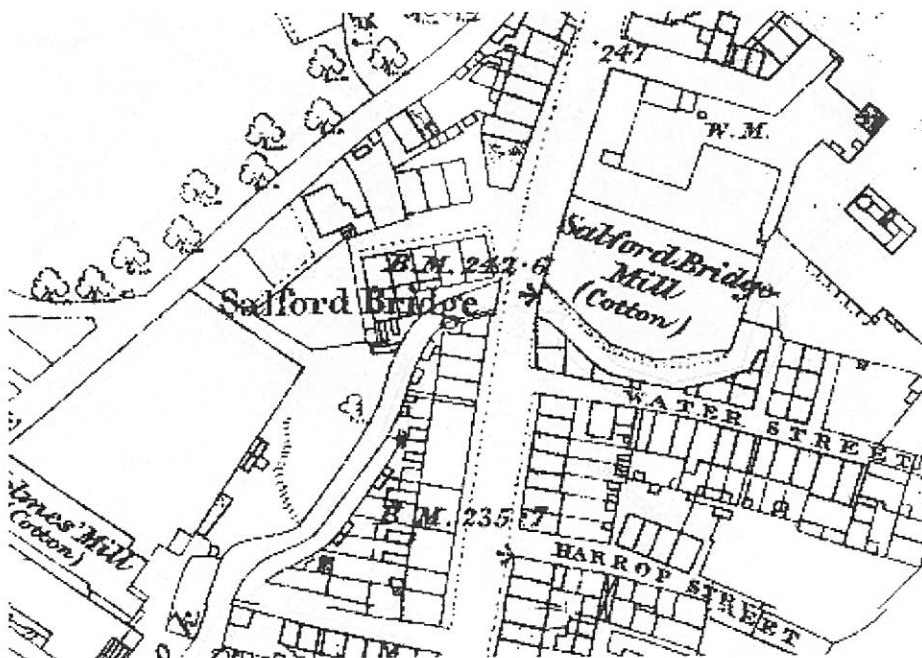
The buildings 56 to 60 Moor Lane are listed buildings grade 2. The list description reads MOOR LANE 1. 5295 (West Side) Nos 56 to 60 (even) SD 7441 1/191 II 2. Early-mid C19. 3 storeys, rough rendered, with slate roof and rendered rusticated quoins. 3 windows, no glazing bars (a few remain to rear). Stone blocking course. 3 doors in stone surrounds, those to Nos 56 and 58 have 4-light rectangular fanlights, modern doors. Modern door without fanlight to No 60, longer lintel. To the left a later extension.



OS Extract c1850

The OS 1850 and 1890 extracts above shows that there were a buildings (possibly houses) on the forecourt area of the site which have now been demolished. The part of the terraced row to the south of the brook has also since been demolished as far as but not including 110 Whalley Road. The buildings on the east side of Moor Lane to the north and

south of the brook has also since been completely demolished, Water Street and Harrop Street no longer exist.



OS Extract c1890

Assessment of the Significance of the Heritage Assets

The Conservation Area Assessment does not specifically mention the site within the description of Clitheroe. It is clear from the historic maps above that the a significant amount of buildings have been demolished and the area has completely changed from that time. The remaining historic buildings in the area identified on the conservation area appraisal map relate to the remaining mill, and former dwellings in this area. The garage, along with Sainsburys, the new road layout to the south are all twentieth century additions.

Assessment of the Impact of the Development on the Heritage Assets.

The proposed signs are on the garage building or within the forecourt of the building. A significant number of signs on the site do not require consent. The additional signs which do require consent are seen within the context of this wholly commercial site and within the context of the signage on the surrounding buildings and Sainsbury's car park. The commercial character of this part of the conservation area is clearly evident and contributes positively to the lively approach to the centre of the town. The proposed signs will not harm the significance of the conservation area.

ASSESSMENT

The signage which requires consent comprises the illuminated name boards and Ferodo signs on the front of the building (signs A1, A2, B1 and B2), the double sided hoarding adjacent to the road (sign E) and the banner sign fixed to the forecourt fence (sign G). In terms of visual amenity the signage on the front of the building is externally illuminated rather than internally illuminated and is fixed to a building which is utilitarian in appearance and of no historic merit. The signage does not detract from the building and does not detract from the amenity of the conservation area. The double sided hoarding stands adjacent to Salford Bridge away from the surrounding buildings. It does not obscure the view of the buildings around it and is appropriate in the context of the commercial uses in this part of the conservation area. It is modest in size and is not illuminated particularly when viewed in the context of the nearby large internally illuminated signage at Sainsbury's. The banner sign is fixed to the forecourt fencing surrounding the forecourt of the garage. This sign is at a low level and does not obscure the view of the surrounding buildings and is set within the context of the commercial forecourt of the garage. When the garage is open it is seen in the context of parked vehicles or is obscured from view by parked vehicles. The sign does not detract from the visually quality of this part of the conservation area.

In terms of public safety the signs which are illuminated are set to the rear of the site and would not be a distraction to drivers. The two sided hoarding alerts drivers to the garage site before the building comes into view allowing sufficient time to prepare to make a turning into the forecourt (the building is set back from the road and masked by other buildings when approaching from the south). The banner sign fixed to the fence is set back from the road frontage and would not be a distraction to drivers it is also generally obscured from view by parked cars when the garage is open.

The other signage at the site does not require advertisement consent as it is permitted under the Town and Country Planning (Control of Advertisements) (England) Regulation 2007. The signs their sizes and location are shown in the table below together with the relevant class under which they are permitted. The signs are also shown on the photograph sheets 1 to 4. Please note that photograph sheet 3A was taken a while ago when the forecourt was relatively clear of vehicles and shows the signs attached to the forecourt fence. The large sign on the fence facing the road has since been removed see

sheet 3B. The sign schedule and photograph sheets also show the location of the signs and their sizes for which consent is sought.

Signs Schedule Moor Lane Garage

Sign	Location	Type	Illuminated	Size	Requires Consent	PD Class
A1	Building	Name board	Yes	3000 x 1000 = 3m ²	Yes	
A2	Building	Name board	Yes	3000 x 1000 = 3m ²	Yes	
B1	Building	Ferodo	No	860 x 600 = 0.5m ²	Yes	
B2	Building	Ferodo	No	860 x 600 = 0.5m ²	Yes	
C1	Building	Michelin Chart	No	860 x 630 = 0.54m ²	No	5
C2	Building	Michelin Map	No	860 x 630 = 0.54m ²	No	5
D1	Building	Tyres	No	1500 x 300 = 0.45m ²	No	5
D2	Building	Brakes	No	1500 x 300 = 0.45m ²	No	5
D3	Building	Shocks	No	1500 x 300 = 0.45m ²	No	5
D4	Building	Tyres	No	1500 x 300 = 0.45m ²	No	5
D5	Building	Brakes	No	1500 x 300 = 0.45m ²	No	5
E	Double board	Name Board	No	900x1200=1.08m ² x2	Yes	
F	Gate post	MOTS	No	300 x 2300 = 0.69m ²	No	6
G	Side fence	Banner	No	5000 x 1000 = 5m ²	Yes	
H1	Side fence	Brakes	No	400 x 1800=0.72m ²	No	6
H2	Side fence	Service	No	400 x 1800=0.72m ²	No	6
I	Lamp post	Private Land No Parking	No	200 x 400=0.08m ²	No	2A
J1	Side fence	Customer parking	No	300 x150 = 0.045m ²	No	2A
J2	Side fence	Customer parking	No	300 x150 = 0.045m ²	No	2A
J3	Side fence	Customer parking	No	300 x150 = 0.045m ²	No	2A
J4	Side fence	Customer parking	No	300 x150 = 0.045m ²	No	2A
J5	Side fence	Customer parking	No	300 x150 = 0.045m ²	No	2A
J6	Side fence	Customer parking	No	300 x150 = 0.045m ²	No	2A

CONCLUSION

The application seeks consent for signage in connection with the use of the site as a garage with forecourt. The site is within the commercial area of Clitheroe close to the town centre and within the conservation area. The site is seen within the context of historic buildings and the modern development at Sainsbury's. The proposed signage will not detract from the visual amenity and character of the conservation area or harm public safety.

Judith Douglas BSc (Hons) Dip TIP, MRTPI

**Janet Dixon Town Planners Ltd
10A Whalley Road, Clitheroe, Lancashire BB7 1AW**

Tel: 01200 425051

January 2012



B1



TYRES D1

BRAKE D2

SHOCKS D3

TYRES D4

BRAKE D5

B2



A2

insideTRACK
FASTFIT
SERVICES • EXHAUSTS • BRAKES
PUNCTURE REPAIRS • RECOVERY
TEL: 01200 427 292

Reception

A1



C1

C2



E



3A

~~Removed~~
TYRES
EXHAUSTS

BRAKES SERVICE

H1 H2

F

~~Removed~~

