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Reference: NW/2392le/L001

Ribble Valley Borough Council  
Planning Department  
Council Offices  
Church Walk  
Clitheroe  
Lancashire  
BB7 2RA

17<sup>th</sup> August 2016

Dear Sir/Madam,

**Application for the display of a replacement advertisement at the Lidl Foodstore, Shawbridge Street, Clitheroe, BB7 1LZ**

On behalf of our client, Lidl UK GmbH, we hereby submit a planning application for the display of a replacement advertisement comprising 1no. free standing pylon sign at the Lidl Foodstore, Shawbridge Street, Clitheroe, BB7 1LZ.

The application for advertisement consent has been submitted via the Planning Portal (ref: PP-05404604) and includes the following documents:

- Planning Application Form
- Application Fee of £110
- Existing Lidl Signage Photograph
- Existing Lidl Sign Pole & Proposed Totem Signage ref: 16074 AD 500

**Context**

The site is located off Shawbridge Street. The store is set back from the road with car parking to the front of the site. To the north west of the site are some commercial units with residential units to the north east, north west and south east.

The proposed advertisement will replace an outdated sign to highlight the presence of the store and will help to attract customers to the site. This forms part of a nationwide update in Lidl signage giving a more modern appearance to the store signage.

## **Planning History**

The following previous applications are associated with the site:

- **3/2009/1071** – Demolition of existing buildings and construction of foodstore with associated car parking. Application approved March 2010.
- **3/2010/0505** – Application for three gable signs and one flagpole type sign at entrance to proposed car park, all with static internal illumination. Application approved August 2010.

## **Proposed Advertisement**

The proposed advertisement comprises 1no. free standing pylon sign which will replace the existing free standing flag sign located at the north-western corner of the site. The sign will be approximately 7.5m in height and will comprise a galvanised steel frame with aluminium panels. To the top of the pylon sign will be the Lidl logo and information about the store, including facilities and opening hours, will be below. The top part of the sign, displaying the Lidl logo, will be illuminated.

## **Assessment**

The NPPF (Para 67) and the NPPG both make it clear that the only tests relevant to the consideration of an advertisement application are in respect of amenity and public safety; both of which will be considered below.

### Amenity

The NPPG (Para 79) defines 'amenity' as the effect upon visual and aural amenity in the immediate neighbourhood of displaying the advertisement, or using an advertisement site, where passers-by, or people living there, will be aware of the advert. The guidance goes on to indicate that to assess amenity local planning authorities will need to consider the local character of the area in which the sign is to be located and points to such matters of relevance such as scenic, historic, architectural or cultural features and whether the sign is in keeping with these.

The proposed advertisement is a replacement of the existing free standing flag sign, is very similar in terms of size and will therefore not result in any additional signage on site. Although there are residential dwellings within the vicinity they do not face directly onto the proposed sign and therefore it is considered that the advertisement would not have a detrimental impact on residential amenity. Furthermore the proposed scale, design and luminance is considered to be appropriate for such signs and will not have an intrusive impact on the local area.

Based on the above, the proposed advertisement will not have any adverse impacts upon the character and appearance of the area and would not have an unacceptable impact upon local amenity in accordance with the NPPF.

### Public Safety

The NPPG (Para 67 & 68) sets out that Local Authorities must assess the likely impacts of advertisements in relation to public safety and in particular such matters as; the behaviour and concentration of drivers, obstruction of sight lines and possible confusion with traffic signs.

The proposed advertisement will be located on the north-western corner of the site, replacing the existing free standing flag sign. The sign is set back from the road side so will not obstruct or impair sight lines at nearby junctions. The illumination of the sign will be static with luminance levels no higher than 600cd/sq and therefore will not be unduly bright and will not cause a distraction to drivers other than highlighting the presence of the site.

The pylon sign is a normal feature associated with a development of this type and the sign's purpose is to direct people from the local highway into the site and therefore needs to be clearly visible. The proposed advertisement will however not create visual distractions for drivers nor will it affect the behaviour of drivers or cause confusion.

Based on the above, it is clear that the proposed advertisement will not have a significant detrimental impact on public/highway safety in accordance with the NPPF.

### **Conclusion**

In conclusion, the proposed advertisement is a replacement of an existing free standing flag sign and is considered appropriate to its location. The proposed advertisement will have no significant impacts on visual amenity or public safety and is therefore in accordance with paragraph 67 of the NPPF.

If you require any further information, please do not hesitate to contact me.

Yours faithfully

A handwritten signature in dark ink, appearing to read 'N. Waller'.

Nicola Waller  
Assistant Planner

DPP

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