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2 Lockside Office Park
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Preston
PR2 2YS

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

Ref. PWA_20-857

18th November 2020

Dear Sir/Madam,

RETROSPECTIVE APPLICATION FOR CONSENT TO DISPLAY ADVERTISEMENTS

NORTHCOTE STUD, NORTHCOTE ROAD, OLD LANGHO, BLACKBURN, BB6 8BE

On behalf of our client, Andrea Whiteside, please find enclosed an application for consent to display advertisements associated with Northcote Stud which is located on Northcote Road, Old Langho, Blackburn.

The Application Site

Northcote Stud is an equestrian centre which provides two indoor equestrian arenas, an outdoor arena, stables, collecting arena and livery yard. It is one of the leading equestrian competition centres in the north west, regularly hosting affiliated and unaffiliated events in dressage, show jumping and arena eventing. Accordingly, the facility is accessed by a range of visitors.

The site is located on the eastern side of Northcote Road and approximately 300m north of the A59. Northcote Manor Hotel is located approximately 170m to the south of the site, with Lower Fold Stables and an amateur football pitch located to the west. The surrounding area is largely agricultural in nature.

Two advertisement boards, which are the subject of this application, have been displayed at either side of the entrance to Northcote Stud with the purpose of alerting visitors to the stud of its presence.

On the 19th October 2020, the applicant received a letter from Andy Glover, Enforcement Officer at Ribble Valley Borough Council ('the Council'). The letter advised that it was the Council's view that the signs at the entrance to the stud did not fall within Class 5 of the Town and Country Planning (Control of Advertisements) (England) Order 2007 (as amended), and accordingly, an application for consent for the signs would be required. In response, the applicant contacted the Council on the 30th October advising that the lighting to the signs would be disconnected and an application for advertisement consent would be submitted to regularise the advertisements.

A location plan (ref: #00576368-88DAFO) is submitted with the application which shows Northcote Stud within its immediate setting and the position of the two advertisements at the entrance to Northcote Stud.



The Proposals

The proposal is for two advertisement boards to be positioned within the curtilage of Northcote Stud on land at either side of the entrance leading to the stud. The signs do not project over the public highway.

The advertisements are required to ensure that visitors, many of which will be travelling in horse boxes or pulling trailers, can find the stud with ease.

Full details of the advertisements, which are already in place, are provided by the submitted application forms and accompanying photographs. In summary, each advertisement board is opal acrylic dark green with cream, white and turquoise lettering, and a vinyl coating. The dimensions of the signs are 2330mm x 1050mm. The signs are to be illuminated via internal LED backlighting. It is proposed that the illumination will only be turned on from 4.30pm until 9.30pm to ensure the signs are visible in the hours of darkness, but only when the facility is operational.

Planning Considerations

The relevant planning considerations for the application are the impacts on amenity and public safety. Compliance with the Development Plan has also been considered.

The advertisements were put in place by the applicant at Northcote Stud to mark the entrance to the facility in order to aid safety. As we have explained above, Northcote Stud is a leading equestrian competition centre, and accordingly, many visitors attend the site. Prior to the erection of the signs, many visitors had reported issues with locating the facility, particularly in the hours of darkness. Indeed, many visitors approaching Northcote Stud from the south found themselves driving past the entrance and having to travel along Northcote Road, which is a narrow lane, for approximately one kilometre before reaching the T-junction with Old Langho Road. At this point vehicles, many of which are horseboxes or are pulling horse trailers, would have to find a location to turn around. Since the illuminated signs have been erected, visitors have reported that they have been able to find the site with ease, without the risk to highway safety of horseboxes and vehicles with trailers having to finding turning points on the highway.

There are no residential properties in the immediate vicinity of the proposed signage, and accordingly, the signage would have no impact on residential amenity. Lower Fold Stables is located on the opposite side of Northcote Road to the facility and Northcote Manor is located approximately 170m to the south, given the type and scale of signs proposed, the signs will not have any impact on the amenity of these uses.

It is appreciated that the site is situated within a rural location. Accordingly, the signs have been designed to be considerate to the rural surroundings through the use of a simple design including a dark green background and limited lettering. The illumination proposed will only be turned on during the hours of darkness when the facility is operational (between 4.30pm and 9.30pm) to ensure no unnecessary illumination in this location. However, as set out above, it is considered the illumination is needed to aid public and highway safety.

The statutory development plan for the Ribble Valley comprises the Core Strategy (adopted December 2014) and the Housing and Economic Development DPD (adopted October 2019). Policy DMG1: General Considerations of the Core Strategy sets out the criteria that developments must adhere to in relation to design and amenity. In accordance with Policy DMG1, the advertisements have been designed taking into account the context of the area. A dark green background has been utilised to ensure that the sign complements its rural location. A subtle method of illumination, through the use of internal LED backlighting has been used, to ensure that the facility can be located safely in hours of darkness, while ensuring the sign does not adversely affect the amenity of the surrounding area. The proposed signs will not have a detrimental impact on public safety, indeed it is considered that the signs will have a positive impact in this regard. In summary, by virtue of the siting, design, scale and materials, it is considered that the advertisements accord with the requirements of Policy DMG1.

The Application Submission

In support of the application, we have today submitted via the Planning Portal (ref. PP-09238597) the following information:

- Application Forms;
- Site Location Plan
- Location Plan showing the position of the advertisement boards; and
- Two photographs showing the signs in place.

The requisite application fee of £132 will be issued via the planning portal.

Conclusions

The proposed advertisements are considered to be acceptable in terms of amenity and public safety and are in accordance with the policies of the NPPF and Development Plan.

We look forward to receiving acknowledgement of the receipt of the application. In the meantime, please do not hesitate to contact me if you have any queries, or require further details.

Yours faithfully,



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