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| **Report to be read in conjunction with the Decision Notice.** |
| **Signed:** | **Officer:** | **LW** | **Date:** | **26/05/2023** | **Manager:** | **KH** | **Date:** | **26/05/23** |
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| **Application Ref:** | 3/2023/0239 |  |
| **Date Inspected:** | 25/04/2023 | **Site Notice:** | N/A |
| **Officer:** | LW |
| **DELEGATED ITEM FILE REPORT:**  | **APPROVAL** |
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| **Development Description:** | Advertisement consent for three non-illuminated fascia signs on the front elevation.  |
| **Site Address/Location:** | 36A Derby Road, Longridge, PR3 3JT |
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| **CONSULTATIONS:**  | **Parish/Town Council** |
| No objections. |
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| **CONSULTATIONS:**  | **Highways/Water Authority/Other Bodies** |
| **LCC Highways:** | No objections. |
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| **CONSULTATIONS:**  | **Additional Representations.** |
| None received.  |
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| **RELEVANT POLICIES AND SITE PLANNING HISTORY:** |
| **Ribble Valley Core Strategy:**Key Statement DS1: Development StrategyKey Statement DS2: Sustainable DevelopmentKey Statement EN5: Heritage AssetsPolicy DMG1: General ConsiderationsPolicy DMG2: Strategic ConsiderationsPolicy DME2: Landscape & Townscape ProtectionPolicy DME4: Protecting Heritage AssetsPlanning (Listed Buildings and Conservation Areas) ActNational Planning Policy Framework (NPPF)Longridge Neighbourhood Plan Longridge Conservation Area Appraisal |
| **Relevant Planning History:****3/2023/0240:** Change of use from a Micropub (Sui Generis) to a tattoo studio (Sui Generis). **3/2016/0244:** Change of use from A1 (retail) to A4 (licensed premises) for a micropub (Approved) |
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| **ASSESSMENT OF PROPOSED DEVELOPMENT:** |
| **Site Description and Surrounding Area:**The application relates to a commercial property at no.36A Derby Road in Longridge. The site is located within the settlement boundary of Longridge and within the Longridge Conservation Area. The property occupiers an end terrace plot, on the corner of the Derby Road/ Ashton Street Junction. To the north of the application site is no.32 and no.34 Derby Road, with both these properties currently in use as a shop known as Quilter’s Quarters, whilst directly adjacent the property to the south is the Bull and Royal Hotel which is currently in use as a public house. The premises is situated on a busy main road with the surrounding area comprising a mixture of commercial and residential properties. There is a concurrent planning application for the change of use of the property from a micropub (Sui Generis) to a tattoo studio (Sui Generis).  |
| **Proposed Development for which consent is sought:**Consent is sought for three non-illuminated fascia signs to the front elevation of the commercial property. Sign no.1 would comprise a traditional hand-painted wooden sign detailing the business name and logo situated above the window and main entrance to the front elevation of the property. The proposed sign would measure 0.55m in height, 3.88m in width and 0.08m in depth and would be installed 2.53m above ground level. Sign no.2 and no.3 would comprise a vertical wooden sign located on either side of the window to the front elevation. Both signs would measure 1.2m in height, 0.4m in width and 0.02m in depth and would be located 1.02m above ground level. All three of the proposed signs would feature a dark green background with white and gold lettering.  |
| **Principle of Development:**The principle of advertising is acceptable subject to it being appropriate in terms of the material considerations, namely visual amenity and impact on heritage assets. The proposal site is also situated within the Longridge Conservation Area and therefore consideration will be given towards the effect of the proposal on the historic character of the surrounding area.  |
| **Impact upon Character/appearance of Conservations Area:**The key consideration in the determination of this application is the impact of the proposed development may have upon the character, setting and visual amenities of the Longridge Conservation Area. As such, Key Statement EN5 and Policy DME4 of the Ribble Valley Core Strategy are primarily, but not solely, engaged for the purposes of assessing the proposal. Key statement EN5 states that ‘*the historic environment and its heritage assets and their setting will be conserved and enhanced’,* whilst Policy DME4 states that that ‘*the Council will make a presumption in favour of the conservation and enhancement of heritage assets and their settings’.* Policy DMG1 is also engaged in concert with Key Statement EN5 and Policy DME4 insofar that the policy sets out general development management considerations and states that ‘*in determining planning applications, all development must protect and enhance heritage assets and their setting’.* The proposal seeks consent for three non-illuminated fascia signs to the front elevation of the commercial premises at no.36A Derby Road. The application property was, up until recently, in use as a micropub and featured signage in a similar position and of similar dimensions to the proposed advertisement, however these signs have since been removed. The premises is currently vacant and features an existing blank wooden sign to the front elevation which is to be replaced with the new signage. The proposed signs would appear traditional in their design, comprising of hand-painted, non-illuminated, wooden signs. The proposal would therefore integrate coherently into the wider locality, which includes a mixture of both commercial and residential properties, whilst also improving the visual appearance of the currently vacant premises. Furthermore, given the proposal does not seek to make any major alterations to the existing building, it is not considered to have any adverse impact upon the inherent historic character of the designated Longridge Conservation Area.  |
| **Impact Upon Residential Amenity:**Taking account of the nature of the proposed development and the relationship of the existing commercial premises with nearby residential receptors, it is not considered that the proposed development would result in any significant detrimental impact upon any existing residential amenities.   |
| **Highways and Parking:**Following consultation with Lancashire County Council Highways, no objections to the proposal were raised. In view of this, the proposed advertisement is considered to be acceptable in regard to its impact upon highway safety and parking.  |
| **Landscape/Ecology:**No ecological constraints have been identified in relation to the proposal.  |
| **Observations/Consideration of Matters Raised/Conclusion:**The proposal would not result in a detrimental impact upon the visual amenities of the area, nor would it threaten the conservation of Longridge’s historic and architectural character, by nature of its modest alterations to the existing vacant commercial premises. As such, for the above reasons and having regard to all material considerations and matters raised, the application is recommended for approval.  |
| **RECOMMENDATION**: | That planning consent be granted subject to the imposition of conditions. |