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| **Report to be read in conjunction with the Decision Notice.** | | | | | | | | | | | | | |
| **Signed:** | **Officer:** | **WH** | | | **Date:** | | **19-09-23** | | **Manager:** | | **LH** | **Date:** | **21/9/23** |
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| **Application Ref:** | | | 2023/0593 | | | | | | |  | | | |
| **Date Inspected:** | | | 28-04-23 | | | **Site Notice:** | | 11-08-23 | |
| **Officer:** | | | Will Hopcroft | | | | | | |
| **DELEGATED ITEM FILE REPORT:** | | | | | | | | | | **APPROVAL** | | | |
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| **Development Description:** | | | | Advertisement consent for one externally illuminated fascia sign., one illuminated projecting sign and one internally illuminated poster sign in the front window. Resubmission of 3/2023/0092. | | | | | | | | | |
| **Site Address/Location:** | | | | Dominos, Unit 2, 53 to 55 Berry Lane Longridge PR3 3NH | | | | | | | | | |
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| **CONSULTATIONS:** | | | | **Parish/Town Council** | | | | | | | | | |
| No response. | | | | | | | | | | | | | |
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| **CONSULTATIONS:** | | | | **Highways/Water Authority/Other Bodies** | | | | | | | | | |
| **LCC Highways:** | | | | No objection. | | | | | | | | | |
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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 Strategy  Key Statement DS2: Sustainable Development  Key Statement EN5: Heritage Assets  Key Statement EC1: Business and Employment Development  Key Statement EC2: Development of Retail, Shops and Community Facilities  Policy DMG1: General Considerations  Policy DMG2: Strategic Considerations  Policy DMG3: Transport & Mobility  Policy DME2: Landscape & Townscape Protection  Policy DME4: Protecting Heritage Assets  Policy DMB1: Supporting Business Growth and the Local Economy  Policy DMR2: Shopping in Longridge and Whalley  Longridge Neighbourhood Plan  Planning (Listed Buildings and Conservation Areas) Act  National Planning Policy Framework (NPPF) | | | | | | | | | | | | | |
| **Relevant Planning History:**  **2023/0092:**  Advertisement consent for one main fascia signage box., one projecting sign and one internal digital screen – Refused  **2023/0055:**  Change of use of Unit 2 from retail unit (Class E) to a Hot Food Takeaway (Sui Generis) with installation of extraction equipment. Shop front alterations to units 1 and 2 – Approved with Conditions  **2023/0309:**  Proposed installation of external illuminated fascia sign and external illuminated hanging sign – Refused  **2021/1160:**  Demolition of an extension, polytunnels and storage building and erection of extension to existing retail premises (use class E) at ground floor and five apartments above. Conversion of upper floor of existing building to create two apartments – Refused | | | | | | | | | | | | | |
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| **ASSESSMENT OF PROPOSED DEVELOPMENT:** | | | | | | | | | | | | | |
| **Site Description and Surrounding Area:**  The site is comprised of one half of the existing ‘Swifts’ building which incorporates 53-57 Berry Lane and was formerly occupied by Swifts, a hardware and DIY store. An application has been approved to change the use of 53 - 55 Berry Lane (unit 2) to a Hot Food Takeaway together with alterations to the shopfront of units 1 and 2 which are underway at present.  The building is not statutorily listed but does sit within the Longridge Conservation Area and, along with various other buildings on Berry Lane, is listed as a Building of Townscape Merit. The building itself is a mid-terrace with traditional shopfronts, sash windows to the 1st floor and a pitched roof, with a number of chimneys spanning the ridge line. | | | | | | | | | | | | | |
| **Proposed Development for which consent is sought:**  The proposal seeks advert consent for the installation and display of 1no. externally illuminated fascia sign, one illuminated projecting sign and one internally illuminated poster sign in the front window and represents a resubmission of the application refused under 3/2023/0092.  The internally illuminated poster measures 1450mm in height, 896mm in width and 30mm in depth and 832mm from the height of the ground to the base of the advertisement. The poster sign is located internally behind glazing, supported on a 30x30mm aluminium box section covered with clear acrylic panels to take the display posters. The posers are changeable and of varied colours and will be internally illuminated to candela level of 57cd/m2.  The fascia sign measures 456mm in height, 2000mm in width and 0.01m depth, with a height of 2.7 m from the ground to the base of the advertisement, a 0.01 projection from the face of the building and the maximum height of the individual letters at 456mm. The lettering (max height of 252mm) is to read ‘Dominos’ and is fret cut from 10mm acrylic in the colour Opal 069. The letters and logo are to be bonded directly to the fascia panel, with the logo incorporating applied red and blue vinyl, 456mm high. There will be a 5mm border all around, and the sign will be externally illuminated to a candela level of 103cd/m2.  The timber panel and frame hanging sign measures at a height and width of 500m, a depth of 0.075m and the height from the ground to the base is to be 2.5m. The maximum projection is 534mm, with the maximum height of the symbol being 358mm. The hanging sign is to be externally illuminated to a candela of 72cd/m2.  The advertisement period sought is for a period of 5 years, from 01-08-23 to 01-08-28. | | | | | | | | | | | | | |
| **Principle of Development:**  The principle of development is secured, given the proposal seeks advertisement consent for a business use within a Principal Settlement, in an area that is largely commercial in nature and occupies a wide variety of existing business inclusive of advertisements. This is considered compliant with KS EC1 and EC2, and CS Policies DMB1 and DMR2.  However, further consideration must be given to additional policies and key statement with regards to the impact of the proposal on the significance and character of the Conservation Area, with particular regard given to NPPF (2021) Paragraph 202 which states that where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use. | | | | | | | | | | | | | |
| **Design, Visual Amenity and Impact upon the character and appearance of the Conservation Area**  *Context*  As per KS EN5, the Council states that there will be a presumption in favour of the conservation and enhancement of the significance of heritage assets and their settings with recognising that the best way of ensuring the long-term protection of heritage assets is to ensure a viable use that optimises opportunities for sustaining and enhancing its significance.  This is supported by DME4 which states that proposals within, or affecting views into and out of, or affecting the setting of a Conservation Area will be required to conserve and where appropriate enhance its character and appearance and those elements which contribute towards its significance.  As noted above, NPPF Paragraph 202 puts forward a test where there is considered to be less than substantial harm to the significance of a designated heritage asset. As such, given the above it is necessary to assess the level of harm to the significance of the Conservation Area as a result of the proposals.  *Assessment*  In this sense, the proposal is considered to cause a negligible level of harmto the significance of the Conservation Area. The terrace within which the site sits is centrally located within the Conservation Area and forms a primary elevation, with the building itself being regarded as a Building of Townscape Merit within the Longridge CAA. As per the Conservation Area Management Plan, Buildings of Townscape Merit make a positive contribution to the character and appearance of the CA and the Council consider very carefully all applications to alter or extend such buildings. In addition, the CAA states that these buildings are the buildings are considered to be good, relatively unaltered examples, of their type where original materials and details, and the basic, historic form of the building, has survived.  It is noted that the previously refused application incorporated a number of unacceptable elements, namely:   * Bulky and instructive aluminium fascia powder coated grey sign, considerably wider than existing. * Letters of height and logo significantly more dominant than adjacent precedents, that incorporate more subtle features. * Cumulative of grey hanging sign compounded adjacent unacceptable features. * Materiality not deemed acceptable. * Internal digital screen had limited precedent and dominated the shopfront and incorporated a significantly high candela level of 1500cd/m2.   As such, this resubmission seeks to remedy these issues in order to provide for an appropriate and acceptable design of advertisement. In doing so, a number of amendments have been made, as outlined below:   * Existing flashing, capping and fascia retained, with the fascia sign depth to remain as existing. Lettering to be fret cut and applied directly to fascia panel. In doing so, the panel retains the existing width and is more complementary of the existing style and vernacular. * Height and design of the letters and logo are more reflective of adjacent precedents and would no longer dominate shopfront or streetscene. * Hanging sign utilises more appropriate materials and design features (timber sign, wrought iron fixing). * Internal digital screen replaced with internal poster, and a more appropriate candela level provided.   Given the amendments made, Officers consider that there is a negligible level of harm to the significance of the CA and as such when applying the test under NPPF Paragraph 202 the public benefit to supporting a commercial venture and supporting employment in producing the signage, is considered sufficient to outweigh this low level of harm. The proposal is considered acceptable with KS EN5, CS Policies DME4, DMG1 and the Longridge Neighbourhood Plan Policy LNDP4. | | | | | | | | | | | | | |
| **Highways and Parking:**  Whilst the application has been assessed by LCC Highways with regard to the illumination and candela level, no objection has been raised. As such no further assessment is required in this regard. | | | | | | | | | | | | | |
| **Observations/Consideration of Matters Raised/Conclusion:**  As such, for the above reasons and having regard to all material considerations and matters raised that the application is recommended for approval. | | | | | | | | | | | | | |
| **RECOMMENDATION**: | | |  | | | | | | | | | | |
| That advertisement consent be granted subject to the imposition of conditions. | | | | | | | | | | | | | |