

Application Number:	2020/0578	Application Type:	Full
Proposal:	Advertisement Consent: installation of 'Bacup 2040 Vision' hoardings to cover temporary boards over 17 broken windows.	Location:	12 Market Street, Bacup, OL13 8HA
Report of:	Planning Manager	Status:	For Publication
Report to:	Development Control Committee	Date:	19/01/2021
Applicant:	Megan Eastwood (RBC)	Determination Expiry Date:	29/01/2021
Agent:	N/A		

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REASON FOR REPORTING	
Outside Officer Scheme of Delegation	
Member Call-In Name of Member: Reason for Call-In:	
3 or more objections received	
Other (please state):	Council Application

HUMAN RIGHTS

The relevant provisions of the Human Rights Act 1998 and the European Convention on Human Rights have been taken into account in the preparation of this report, particularly the implications arising from the following rights:-

Article 8

The right to respect for private and family life, home and correspondence.

Article 1 of Protocol 1

The right of peaceful enjoyment of possessions and protection of property.

1. RECOMMENDATION

Approval of Advertisement Consent subject to the conditions set out in this report.

APPLICATION DETAILS

2. SITE

The application relates to a vacant detached three storey building of brick and render construction, which was formerly used as a bank. The building has been vacant for some time and features boarding over several broken windows.

The site is prominently located immediately adjacent to the east side of Market Street, in the Town Centre of Bacup. There is a wide footway and a lay-by located to the front of the building. Bacup market place is located to the rear.

The site is located within the defined Urban Boundary, the Bacup Town Centre Conservation Area, and the primary shopping area of the town. There are no Listed Buildings immediately adjacent to the site – the nearest being Nos. 18 and 20 Market Street which are located around 35 metres to the south.

3. RELEVANT PLANNING HISTORY

None directly relevant to this application.

4. PROPOSAL

Advertisement consent is sought for the installation of temporary hoardings over the boards covering broken windows on the building's elevations. The application is made by the Council's Economic Development team, who are seeking to improve the appearance of the building in the short term, pending a more permanent solution. The hoardings would also be used to display and promote the Council's plans for Bacup Town Centre as part of the Bacup 2040 Vision project.

The hoardings will be approximately 0.5m above ground level, and would be around 2.4m in height by around 12.1m in length (with one being slightly smaller at 11.4m in length). They would project around 0.05m from the face of the building. They would be constructed of di-bond laminated boards, with lettering ranging in size up to a maximum of 26cm in height.

The hoardings will feature information about the Bacup 2040 Vision project, and will show maps, photographs, plans and illustrations as well as text.

5. POLICY CONTEXT

National Planning Policy Framework

- Section 4 Decision Making
- Section 6 Building a Strong, Competitive Economy
- Section 9 Promoting Sustainable Transport
- Section 12 Achieving Well Designed Places
- Section 16 Conserving and Enhancing the Historic Environment

Development Plan

Rossendale Core Strategy DPD

- AVP 2 Bacup, Stacksteads, Britannia and Weir
- Policy 1 General Development Locations and Principles
- Policy 8 Transport

- Policy 16 Preserving and Enhancing the Built Environment
Policy 23 Promoting High Quality Design & Spaces
Policy 24 Planning Application Requirements

Other material considerations

National Planning Practice Guidance
National Design Guide
Emerging Rossendale Borough Council Local Plan (currently at publication stage)
Town and Country Planning (Control of Advertisements) (England) Regulations 2007
RBC Shopfront Design Guide SPD (2012)

6. CONSULTATION RESPONSES

LCC Highways – No objections

Heritage Advisor (Growth Lancashire) – comments awaited and will be reported in the Update Report

7. REPRESENTATIONS

To accord with the General Development Procedure Order a site notice was posted and neighbour letters were sent out.

No comments were subsequently received.

8. ASSESSMENT

In terms of advertisement consent the Framework states:

‘Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts’ (paragraph 67).

1) Amenity

Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires the Council to pay special attention to the desirability of preserving or enhancing the character or appearance of a Conservation Area.

Paragraph 192 of the Framework states:

“In determining planning applications, local planning authorities should take account of :

- the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;*
- the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and*
- the desirability of new development making a positive contribution to*

local character and distinctiveness.”

Policy 16 of the Council’s Core Strategy seeks to preserve and enhance Rossendale’s historic built environment by:

“Promoting the positive management of the Borough’s heritage assets, avoiding unnecessary loss and requiring appropriate mitigation of any negative impacts.

Ensuring that all development is:

b. Of a high standard of design, reinforcing the local distinctiveness of Rossendale.”

The size, design and materials of construction of the proposed hoardings would be as expected for temporary hoardings to cover broken windows on a building. Whilst not traditional in design and construction they are not intended to serve as permanent signage and will only be displayed for a temporary period until 01/12/2021 pending a more permanent solution.

In any case the design of the hoardings is considered acceptable for a temporary period, and relates closely to the Council’s ongoing project for the regeneration of Bacup Town Centre. The hoardings will assist in informing members of the public about the project, whilst covering the unsightly broken windows and associated boarding on this prominent Town Centre building, improving its overall appearance.

The hoardings would not be illuminated, and a condition will be attached to ensure that this remains the case.

In summary, the hoardings are considered appropriate in the street scene and will not unduly detract from the character and appearance of the Conservation Area or any nearby Listed Buildings. The hoardings are considered to be appropriate in terms of their amenity impact.

Although there is not statutory requirement to consult with a Conservation Officer, the Council’s Heritage Advisor has been contacted and any comments received will be reported to Members in the Update Report.

2) Public Safety

The proposed hoardings will not, it is contended, pose any risk to public safety or cause a distraction to motorists. As such they are considered to be acceptable in public safety terms. The scheme has been considered by the Local Highway Authority, who raise no objections.

9. SUMMARY REASON FOR APPROVAL

The proposed signage would not unduly affect public safety or amenity, nor would it have an unacceptable impact on the setting of Bacup Town Centre Conservation Area. It is therefore considered that the proposal complies with the guidance within the National Planning Policy Framework and Policies AVP2, 1, 16, 23 and 24 of the Council’s Core Strategy DPD (2011).

10. CONDITIONS

- 1) The development hereby consented to shall be carried out in accordance with the following drawings and documents, unless otherwise required by the conditions below:

<u>Drawing Title</u>	<u>Drwg No</u>	<u>Date Rec'd</u>
Application Form	None	04/12/20
Site Location Plan (1:1250)	100023294	04/12/20
Elevations 1 and 4	UKBS-7588	04/12/20
Sign 1 Details	None	04/12/20
Sign 2 Details	None	04/12/20

Reason: For the avoidance of doubt.

- 2) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: To accord with Regulation 14(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) and for the purposes of amenity.

- 3) No advertisement shall be sited or displayed so as to:
- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Reason: To accord with Regulation 14(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) and for the purposes of public safety.

- 4) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: To accord with Regulation 14(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) and for the purposes of amenity.

- 5) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Reason: To accord with Regulation 14(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) and for the purposes of public safety.

- 6) Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: To accord with Regulation 14(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) and for the purposes of amenity and public safety.

- 7) The advertisement hereby granted consent shall not be illuminated by any direct internal or external lighting source unless express consent is first obtained from the Local Planning Authority.

Reason: In the interests of the amenities of the area.

INFORMATIVE

- 1) The Local Planning Authority has a Core Strategy (adopted in 2011) and a series of Supplementary Planning Documents, which can be viewed at:
http://www.rossendale.gov.uk/downloads/download/331/core_strategy_local_plan_part_1_adopted

The Council operates a pre-application planning advice service. All applicants are encouraged to engage with the Local Planning Authority at the pre-application stage. In this case the applicant did not engage in pre-application discussions.

The Local Planning Authority has considered the application and where necessary considered either the imposition of planning conditions and/or sought reasonable amendments to the application in order to deliver a sustainable form of development in accordance with the National Planning Policy Framework and the local planning policy context.