

Application	2022/0082	Application	Full
Number:		Type:	
Proposal:	Advertisement Consent: 1) Int-Illum 9m Totem Pole Sign 2) Int-Illum Drive Thru Directional 3) Int-Illum Height Restrictor 4) Int-Illum Single/Preview Menu 5) Int- Illum Speaker Canopy 6) Int- Illum Triple Menu 7) Non- Illum Welcome Mesh Directional 8) Int-Illum 305mm Wordmark 9) Int-Illum Drive Thru Letters 10) Int-Illum 1500mm Roundel 11) Int- Illum Drive Thru Letters 12) Int-Illum 1500mm Roundel 13) Non-Illum Thank You Mesh Directional 14) Int-Illum No Entry/Thank You Directional 15) Int-Illum 255mm Wordmark 16a) Non- Illum Window Manifestations (1500mm from floor level), 16b) Non-Illum Window Manifestations (950mm from floor level), 17) Non-Illum Banner Frame	Location:	Starbucks Cafe Rising Bridge Service Station Blackburn Road Accrington Lancashire BB5 2SB
Report of:	Planning Manager	Status:	For Publication
Report to:	Development Control Committee	Date:	24/05/2022
Applicant:	Mr Mohammed Tayab (EG Group)	Determination Expiry Date:	27/05/2022
Agent:	Mr Phillip Bissaker (NIS Signs)		

Contact Officer:	Storm Grimshaw	Telephone:	01706 252411
Email:	planning@rossendalebo	.gov.uk	·
REASON FOR RE	PORTING		
Outside Officer S	cheme of Delegation	N/A	
Member Call-In		Yes	
Name of Member:		Cllr Ann Kenyon	
Reason for Call-In	or Call-In: Will cause unnecessary intrusion of priva 36 Roundhill View and the signage will le the traffic onto Roundhill View which is a de-sac and there is no access to the Star site and already has traffic problems.		ew and the signage will lead Roundhill View which is a cul- e is no access to the Starbucks
3 or more objecti	ons received	N/A	
Other (please sta	te):	N/A	
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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

That Members resolve to grant planning permission subject to the conditions listed in section 10 of this report.

APPLICATION DETAILS

2. SITE

The Rising Bridge Service Station occupies a broadly triangular site just to the north of the large roundabout at the junction of Blackburn Road (A680) with the A56. On the frontage to Blackburn Road are a Shell petrol filling station and a McDonald's. To the rear of the McDonald's is a Starbuck's Drive-Thru which is currently in operation and the subject of this application.

At the time of the case officer's visit to the site some of the advertisements proposed were in situ and it is believed that all of the advertisements are now in place given the site is in full operation.

3. RELEVANT PLANNING HISTORY

2019/0433 – Full: Proposed Coffee Shop with drive thru (Approved with conditions).

2020/0466 – Approval of Details Reserved by Conditions 4 (noise), 5 (tree protection fencing), 7 (planting scheme), 13 (drainage management and maintenance plan) and 14 (Construction Method Statement) pursuant to Planning Permission 2019/0433 for coffee shop and drive-thru. (**Approved**).

2020/0537 – Approval of Details Reserved by Condition 10 (construction plan working method statement relating to site development earthworks and drainage) pursuant to Planning Approval 2019/0433 (Proposed Coffee Shop with drive thru). (**Approved**).

2021/0646 – Approval of Details Reserved by Condition 12 (Drainage / Surface Water) pursuant to Planning Approval 2019/0433 for a Proposed Coffee Shop with drive thru. (**Approved**).

4. PROPOSAL

The applicant seeks retrospective advertisement consent for the erection and installation of a mix of illuminated and non-illuminated advertisements within the site. A total of 17 advertisements are proposed.

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		<u> </u>	

The size and type of advertisements and signage proposed is detailed in the submitted 'Presentation for Stackbucks' document, received 10th February 2022.

5. POLICY CONTEXT

National Planning Policy Framework

Section 6 Building a Strong, Competitive Economy

Section 12 Achieving Well Designed Places

Development Plan

Local Plan Policies

SS: Spatial Strategy

SD1: Presumption in Favour of Sustainable Development

ENV1: High Quality Development in the Borough

Other material considerations

Planning Practice Guidance (Advertisements)
RBC Shop Front Design Guide SPD
T&CP (Control of Advertisements) (England) Regulations 2007
National Design Guide

6. CONSULTATION RESPONSES

LCC Highways	No objection, subject to condition
RBC Environmental Health	No objection
National Highways	No objection

7. REPRESENTATIONS

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

Two responses were received from those consulted, raising the following concerns:

- The location and siting of the advertisements to the rear and side of the unit serves no purposes and should be removed;
- Object to the inappropriate height and angle of the already in-situ advertising signage for Starbucks:
- The artificial illuminated signage could be considered to be a source of light pollution and or obtrusive lighting and no benefit to local residents;
- Object to the proposed installation of a drive through tannoy / public address system and the cumulative impact of this alongside the other tannoy systems in 24-hour operation;
- Proposals impact on the health and wellbeing of residents;
- Drive Thru lights on rear elevation of directly face an objector's house;

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- If consent is granted then the applicant should be required to install high fencing so there is no impact on neighbouring residents.

In response to some of the matters raised above, the case officer would like to note the following:

The use of a tannoy system as part of the Drive-Thru was approved under the full application ref. 2019/0433 for the commercial unit and details of the system's methods of operation and associated noise levels were submitted and approved in writing under application 2020/0466. Furthermore, it should be acknowledged that the consent for the Drive-Thru included the following condition:

3. The drive-through hereby permitted shall not operate other than between the hours of 0600 to 2300, and at no time shall its tannoy-system be audible at the boundary of 31 Roundhill View.

Reason: To protect the amenities of residential neighbours.

In addition to the above, it should also be acknowledged that the application currently under consideration relates solely to the advertisements the applicant is seeking consent for. Any concerns regarding the Drive-Thru's impact on residential amenity which constitute a statutory nuisance should be raised with the Council's Environmental Health team and any breaches of planning control should be raised with the Council's Planning Enforcement team.

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).

Amenity

The new commercial building within the site is not located within a Conservation Area. A Listed Building, St. John the Evangelist, Blackburn Road, is located to the south of Blackburn Road, however, the advertisements associated to the Drive-Thru are a suitable distance from the setting of the Listed Building and are visually separated by the two other units comprising Rising Bridge Services: Shell petrol filling station and McDonalds.

Despite the site's setback from the highway, some of the advertisements would be easily seen by passers-by, nevertheless, the advertisements proposed would not detract significantly from the character of the area. The design and style of the advertisements are appropriate within the context of the site which forms part of a commercial area adjacent to the A56.

Public Safety

The Local Highway Authority have confirmed they have no objection to the proposal subject to a condition limiting the impact of any illuminated advertisement.

In terms of the proposals' impact on residential amenity in the surrounding area, the objectors' comments in respect of the advertisements proposed are noted. The Council's Environmental Health team have been consulted on the application who advised:

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There are no comments from Environmental Health in relation to the lighting scheme as we are satisfied with the illuminance levels of the relevant signs/adverts, after taking into consideration the proximity of the signage to the neighbouring properties and the approved opening hours of 06:00 - 23:00.

The illuminance levels are noted in the submitted application form and the applicant has commented that "The illuminating signage will conform to the illumination guidelines as stated in the ILP guidelines, and this states for the area, the illumination and any signs will be no greater than 600 cdm2."

Subject to a condition limiting the illuminance levels of the illuminated signs proposed, it is not considered that the advertisements would have a significantly detrimental impact on residential amenity in the surrounding area given the illuminance levels would conform with illuminated guidelines.

9. SUMMARY REASON FOR APPROVAL

The signage for which consent is sought would not unduly affect public safety or amenity. It is considered that the proposal complies with the guidance within the National Planning Policy Framework and the Council's adopted Local Plan.

10. CONDITIONS

- 1. The development hereby consented to shall be carried out in accordance with the following documents and drawings, unless otherwise required by the conditions below:
 - Submitted Application Form (signed and dated 10th February 2022)
 - Site Location Plan
 - Presentation for Starbucks prepared by NIS SIGNS (all drawings dated 27th October 2021)
 - Illuminance Levels of Advertisements document

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.

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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. Any illuminated advertisement shall be designed so that:
 - The level of illuminance shall be in strict accordance with the Illuminance Levels of Advertisements document
 - No part of the source of the illumination shall at any time be directly visible to users of adjacent adopted highway.
 - Static illumination is provided, and the sign shall not feature intermittent or flashing lights.
 - Moving features are not provided.

Reason: In the interest of highway safety to avoid glare, dazzle, or distraction to passing highway users and neighbour amenity.

INFORMATIVE

1. The proposal complies with the development plan and would improve the economic, social and environmental conditions of the area. It therefore comprises sustainable development and the Local Planning Authority worked proactively and positively to issue the decision without delay. The Local Planning Authority has therefore implemented the requirement in Paragraph 38 of the National Planning Policy Framework.

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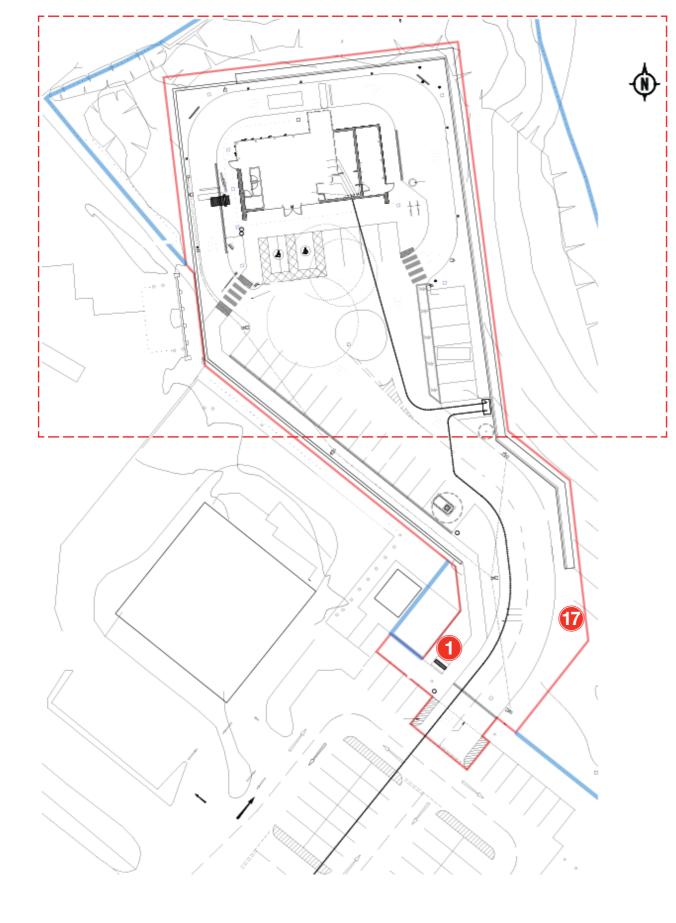
NIS SIGNS
NIS Signs (Leicester) Ltd
51 Marlow Rd, Leicester, LE3 2BQ

O 0116 270 6228

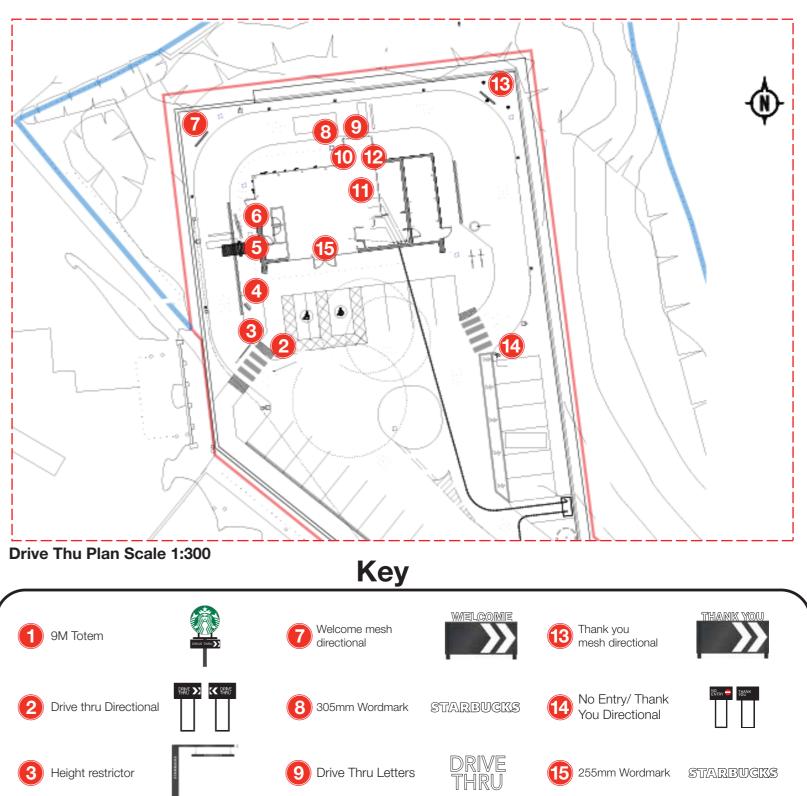
@ info@signs-nis.co.uk

www.signs-nis.co.uk





Full Site Plan Scale 1:500





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Client: Starbucks Address: Blackburn Rd

Accrington

BB5 2SB

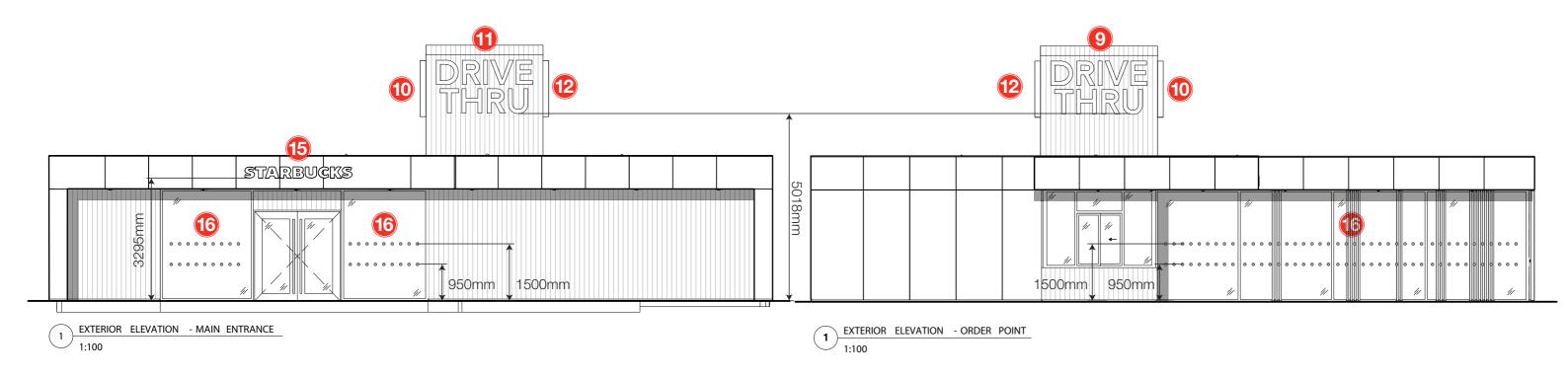
Drawing no: 20-427

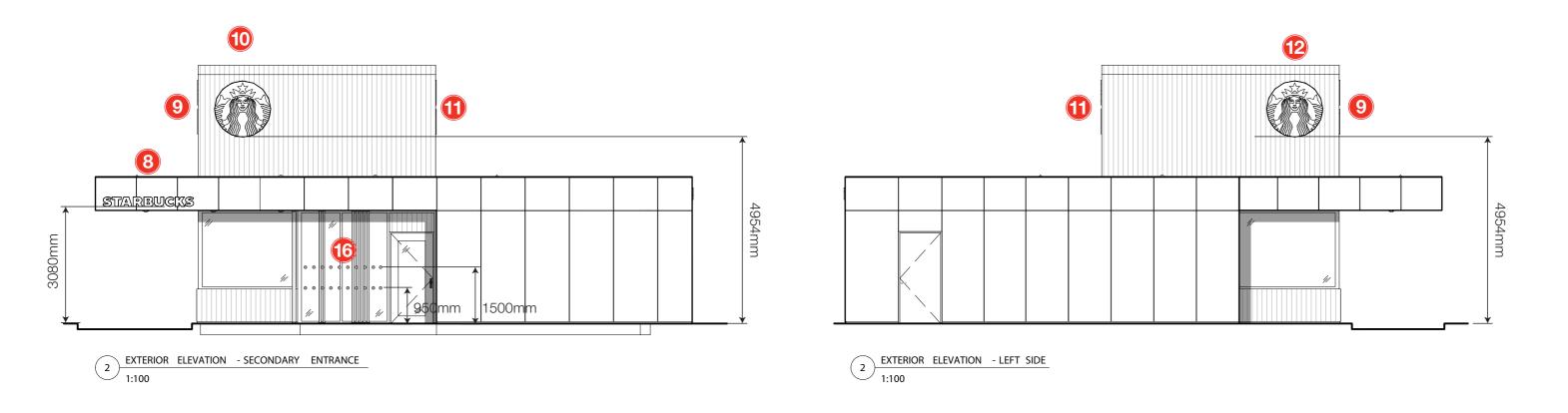
Job location: T: Starbucks\Sites\Accrington, Blackburn Road\Drawings

Drawn by: DB Rev: 1 **Date:** 27/10/20 Revision notes: 0) Initial issue

1) Changes to wordmarks 7 remove of raceways

All site dimensions to be verified prior to manufacture.





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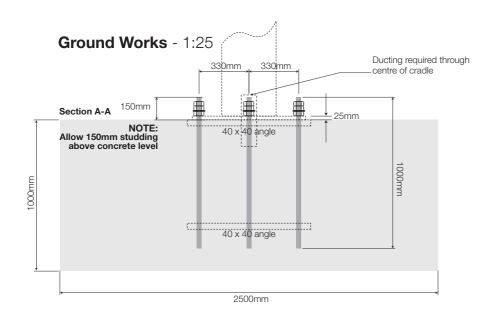
@ info@signs-nis.co.uk
 Address: Black
 Acc
 www.signs-nis.co.uk
 BB

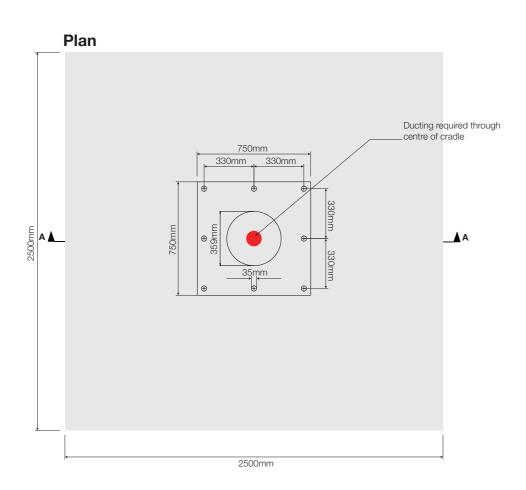
Revision notes: 0) Initial issue

1) Changes to wordmarks 7 remove of raceways

 $\ensuremath{\mathsf{AII}}$ site dimensions to be verified prior to manufacture.

9M Internally Illuminated Totem Pole Sign - 1:50









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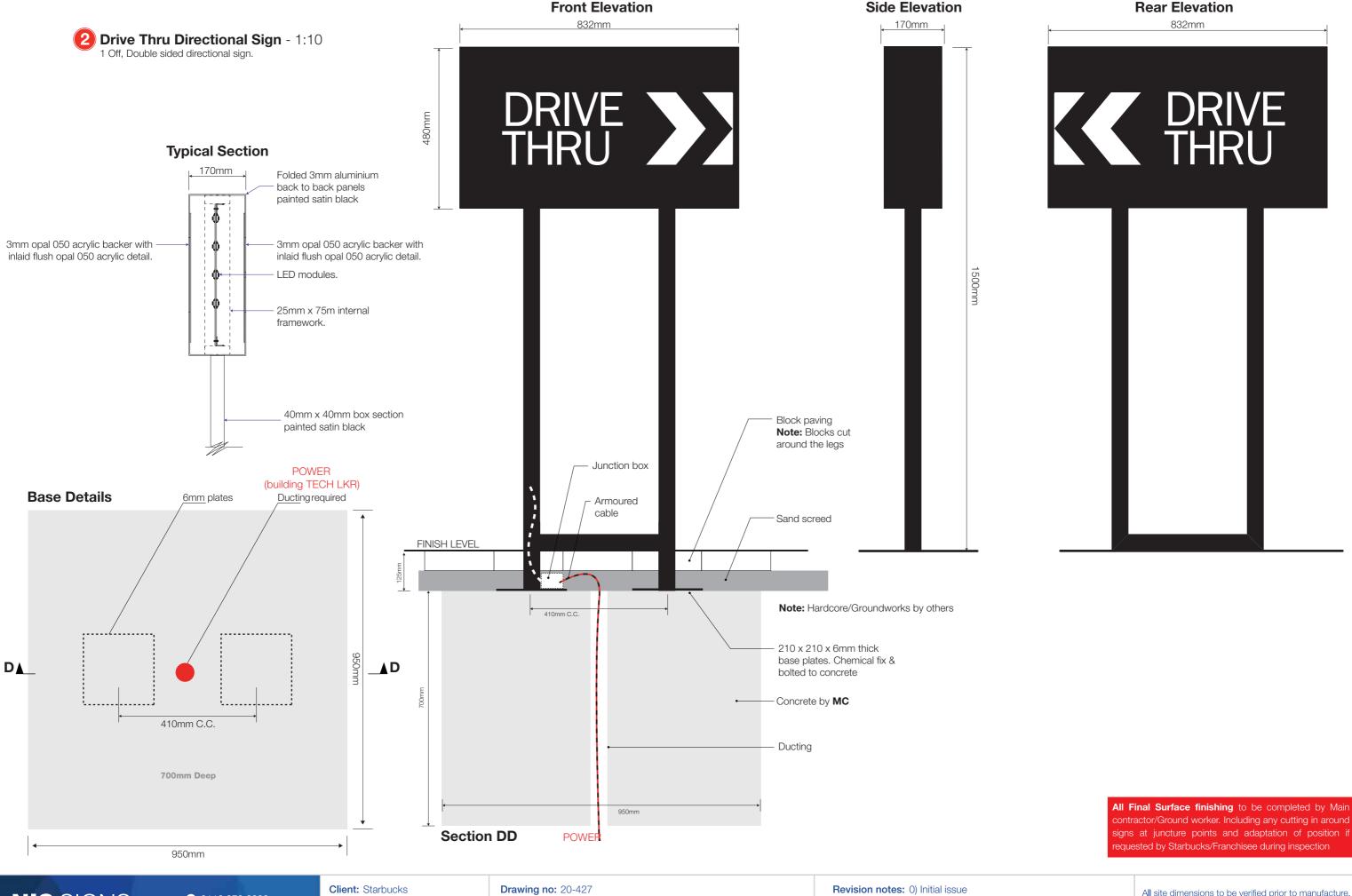
Address: Blackburn Rd BB5 2SB

Client: Starbucks Drawing no: 20-427 Job location: T: Starbucks\Sites\Accrington, Blackburn Road\Drawings Accrington Rev: 1 **Date:** 27/10/20 Drawn by: DB

Revision notes: 0) Initial issue

1) Changes to wordmarks 7 remove of raceways

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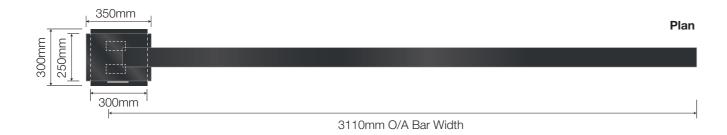
@ info@signs-nis.co.uk www.signs-nis.co.uk

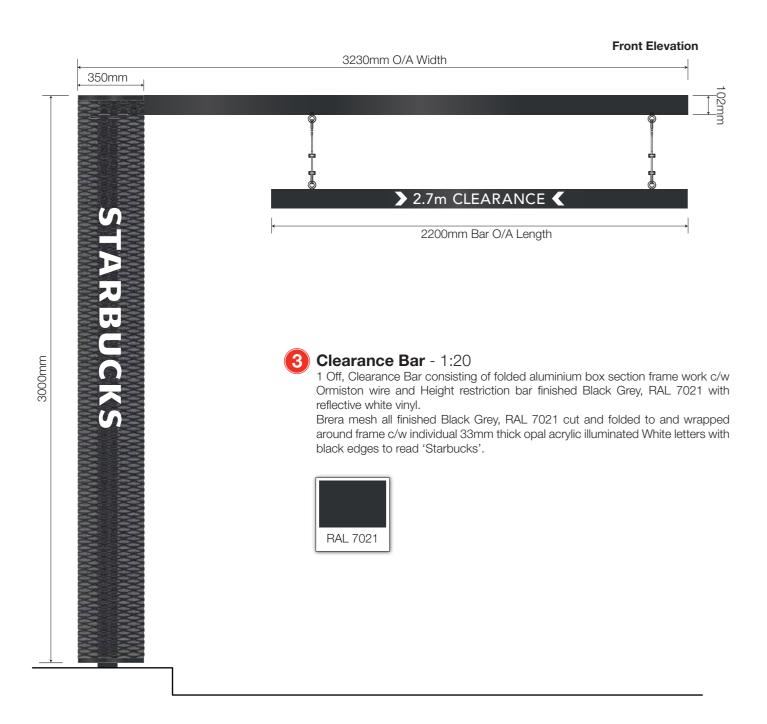
Accrington BB5 2SB

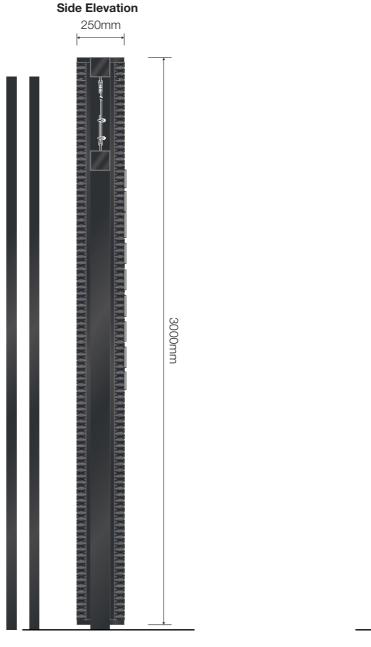
Address: Blackburn Rd Job location: T: Starbucks\Sites\Accrington, Blackburn Road\Drawings **Date:** 27/10/20 Drawn by: DB Rev: 1

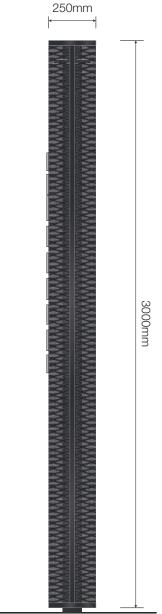
1) Changes to wordmarks 7 remove of raceways

All site dimensions to be verified prior to manufacture.









Side Elevation

Note: Orientation to be confirmed on-site

Date: 27/10/20

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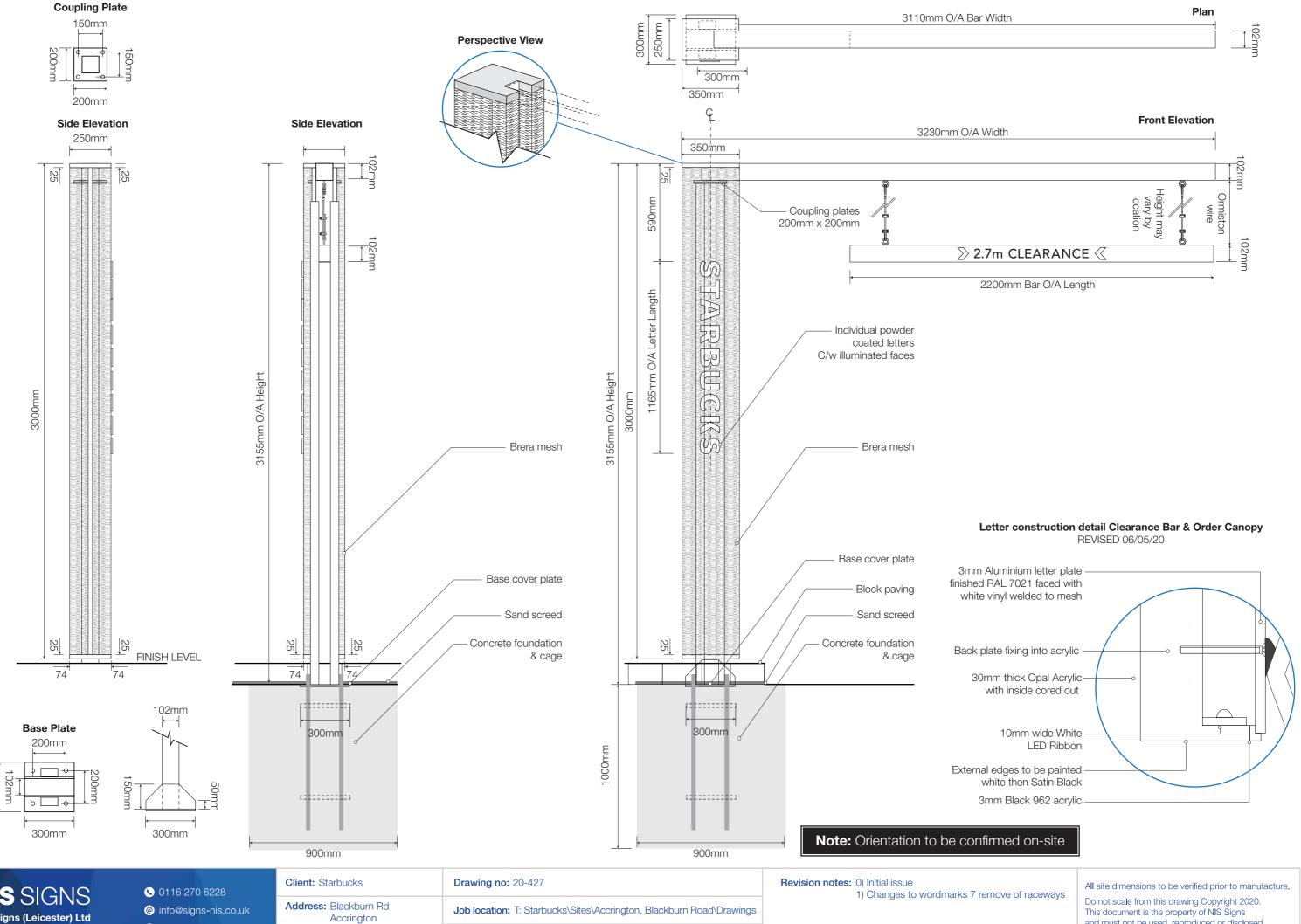
@ info@signs-nis.co.uk www.signs-nis.co.uk

Client: Starbucks **Drawing no: 20-427** Address: Blackburn Rd Job location: T: Starbucks\Sites\Accrington, Blackburn Road\Drawings Accrington BB5 2SB Rev: 1 Drawn by: DB

Revision notes: 0) Initial issue

1) Changes to wordmarks 7 remove of raceways

All site dimensions to be verified prior to manufacture.



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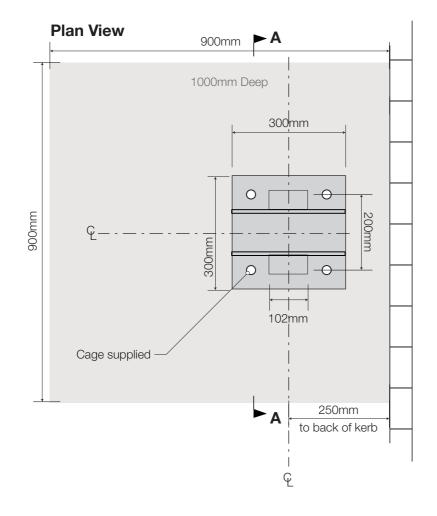
www.signs-nis.co.uk

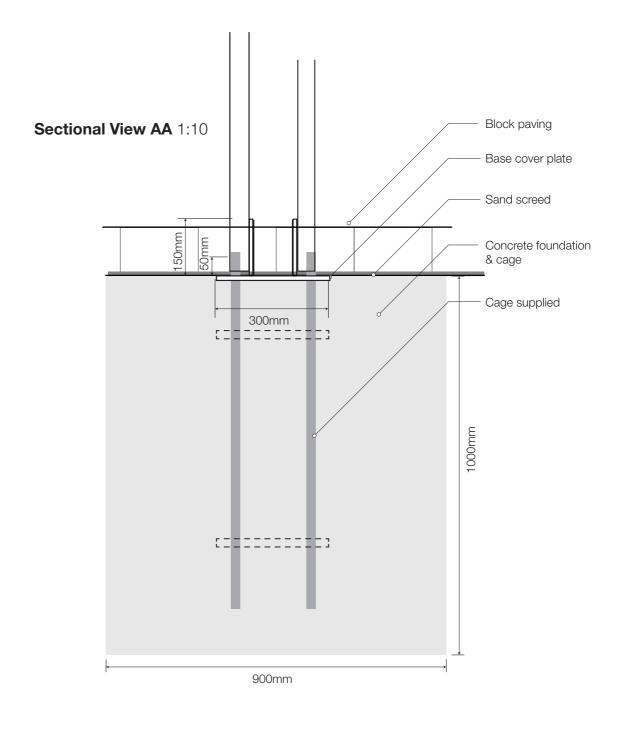
BB5 2SB **Date:** 27/10/20 Drawn by: DB Rev: 1

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Clearance Bar Base/Cage Details 1:10



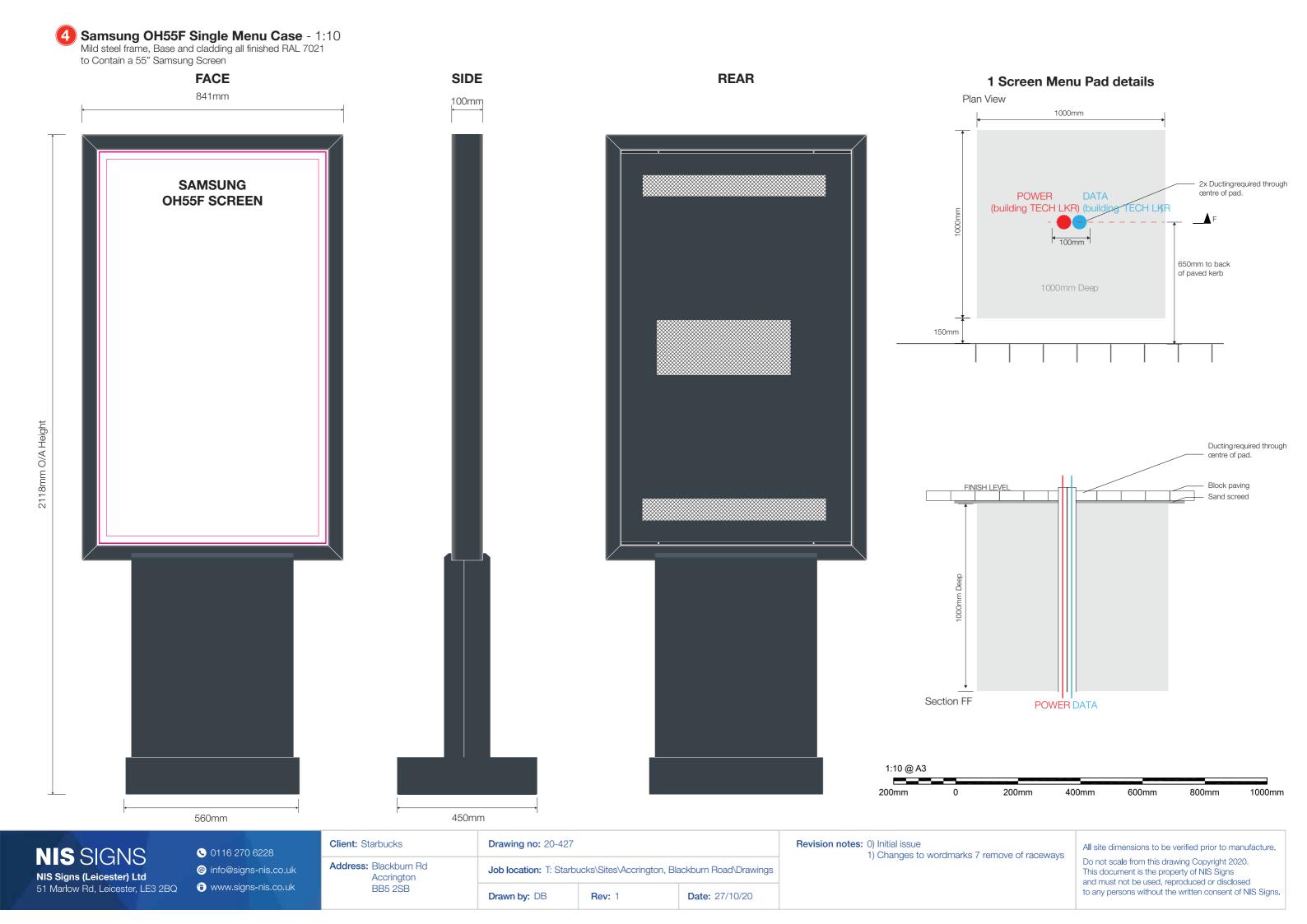


Note: Orientation to be confirmed on-site

Date: 27/10/20

Rev: 1

Revision notes: 0) Initial issue



Starbucks EG Order Canopy - 1:20

1 Off, 3300mm High metal canopy with integrated LED lighting to roof, front and side mesh elements.

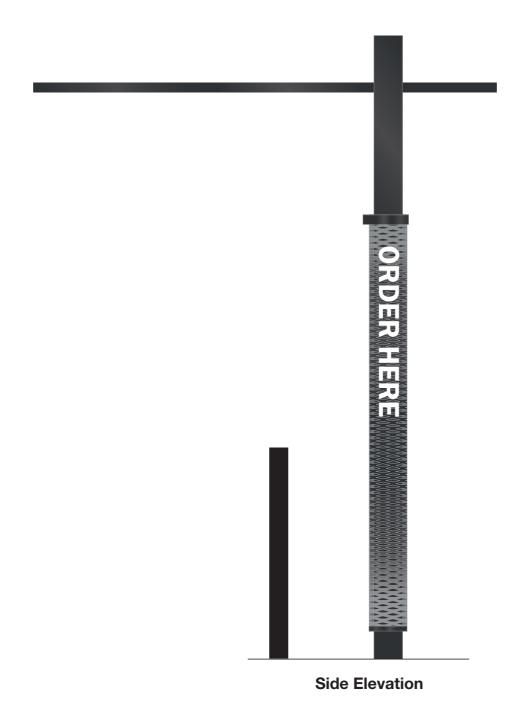
Consisting of folded aluminium frame work c/w Brera mesh all finished Black Grey, RAL 7021 cut and folded to house/ access the digital order screen (issued by others) and finished to match Black Grey, RAL 7021 c/w individual 30mm thick illuminated White faced acylic letters to read 'ORDER HERE' installed to leading edge.





RAL 9010







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Drawing no: 20-427

Drawn by: DB

Job location: T: Starbucks\Sites\Accrington, Blackburn Road\Drawings

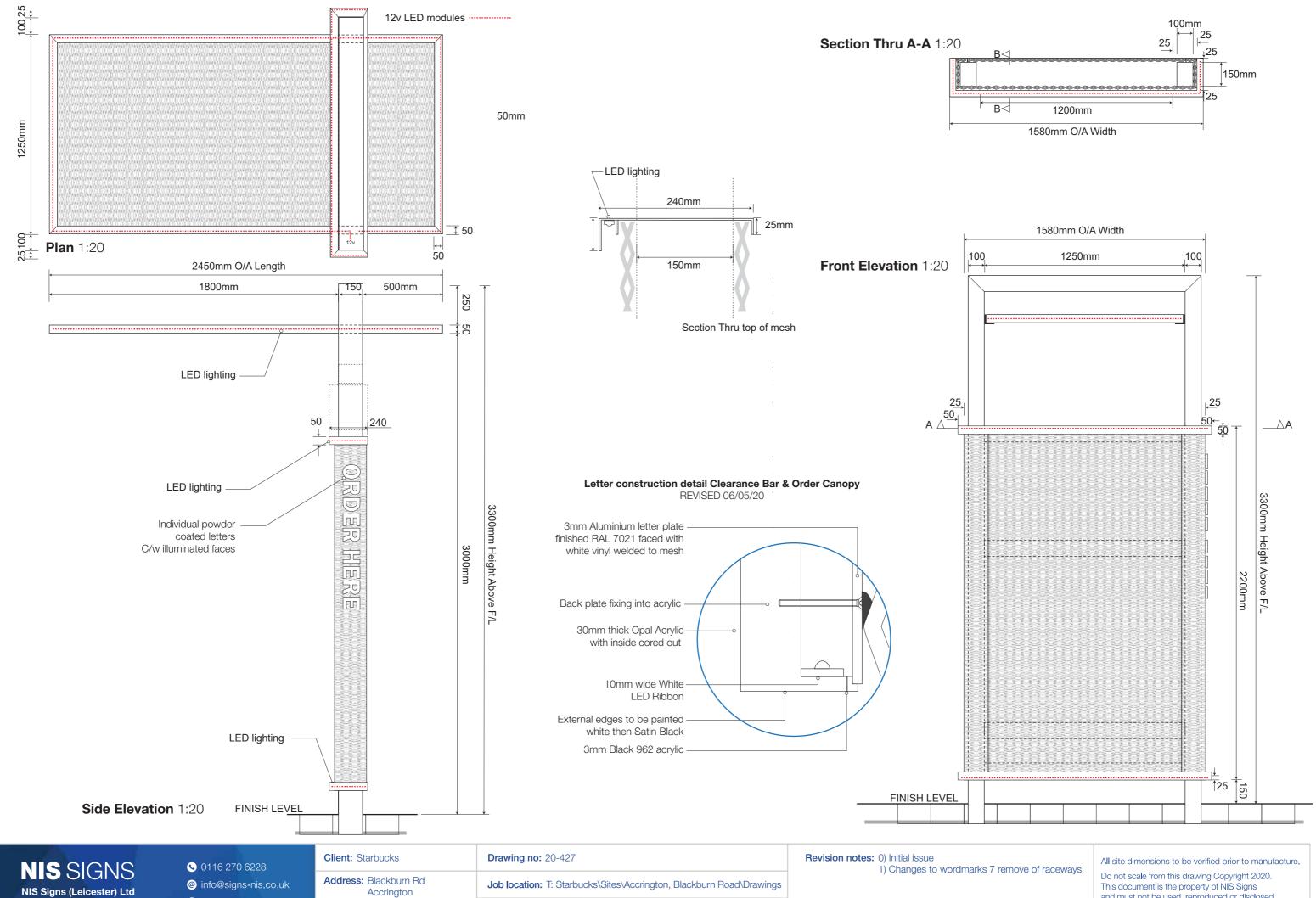
Date: 27/10/20

Rev: 1

Revision notes: 0) Initial issue

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All site dimensions to be verified prior to manufacture.

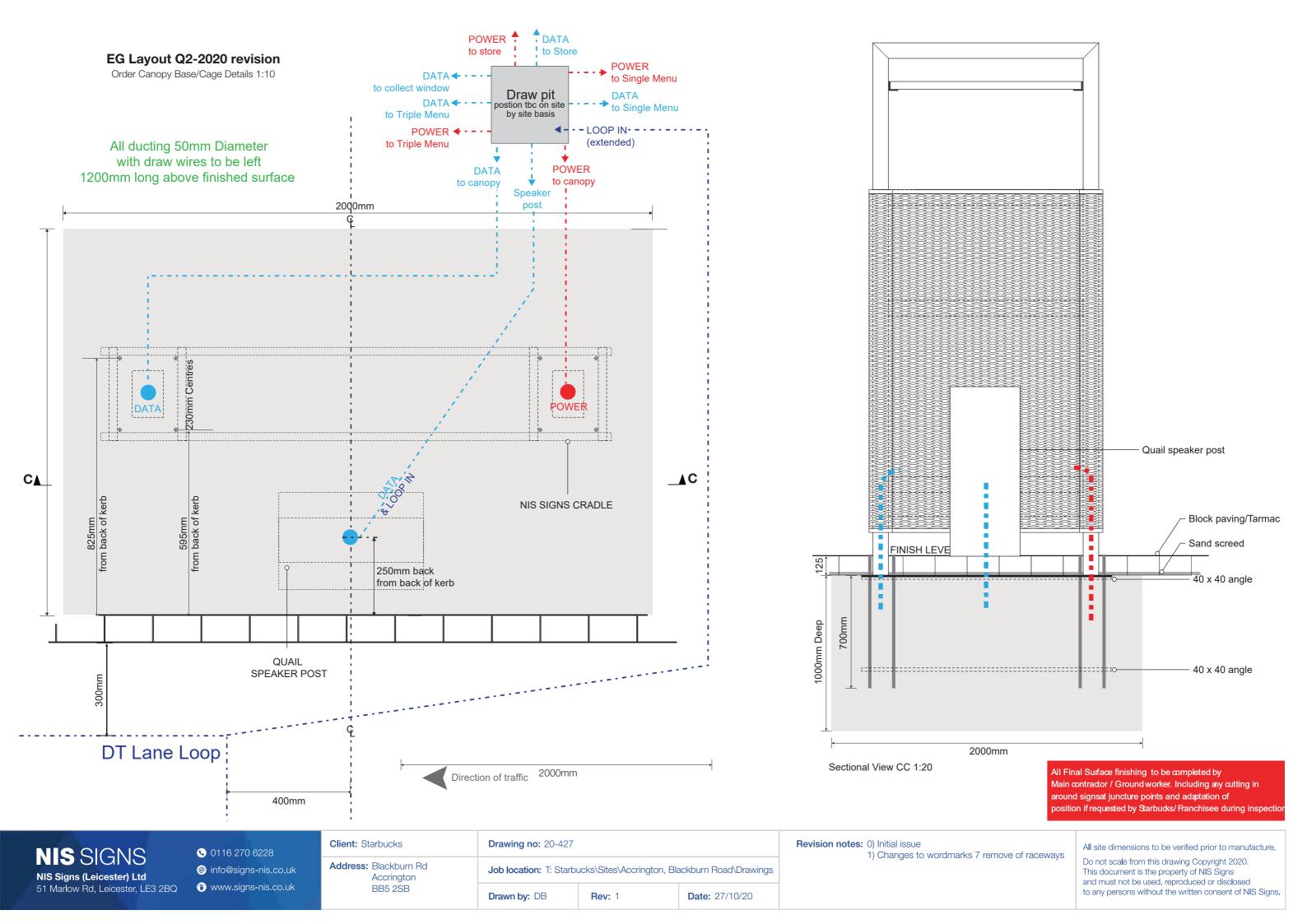


51 Marlow Rd, Leicester, LE3 2BQ

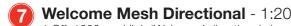
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Samsung OH55F Triple Menu Case - 1:10 Mild steel frame, Base and cladding all finished Black to Contain 3 off 55" Samsung Screens **FACE** SIDE 3 Screen Menu Pad details 2304mm 100mm Plan View 1500mm 2x Ducting required through centre of pad. POWER DATA (building TECH LKR) (building TECH LKR 650mm to back of paved kerb 1000mm Deep 150mm 2118mm O/A Height Ducting required through centre of pad. Block paving Section FF POWER DATA 450mm 560mm 1:10 @ A3 200mm 0 200mm 400mm 600mm 800mm 1000mm Client: Starbucks Drawing no: 20-427 Revision notes: 0) Initial issue All site dimensions to be verified prior to manufacture. NIS SIGNS **©** 0116 270 6228 1) Changes to wordmarks 7 remove of raceways Do not scale from this drawing Copyright 2020. Address: Blackburn Rd @ info@signs-nis.co.uk Job location: T: Starbucks\Sites\Accrington, Blackburn Road\Drawings This document is the property of NIS Signs NIS Signs (Leicester) Ltd Accrington and must not be used, reproduced or disclosed www.signs-nis.co.uk 51 Marlow Rd, Leicester, LE3 2BQ BB5 2SB to any persons without the written consent of NIS Signs. Drawn by: DB Rev: 1 **Date:** 27/10/20



1 Off, 1300mm High 'Welcome' directional sign.

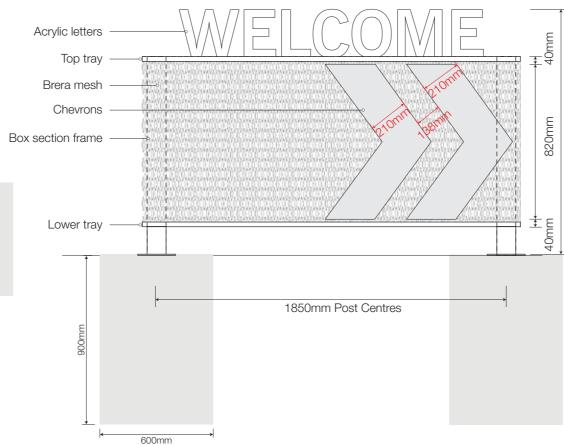
Consisting of folded aluminium box section frame c/w Brera mesh all finished Black Grey, RAL 7021 and 5mm thick Aluminium 'Chevrons' faced with Reflective white vinyl.

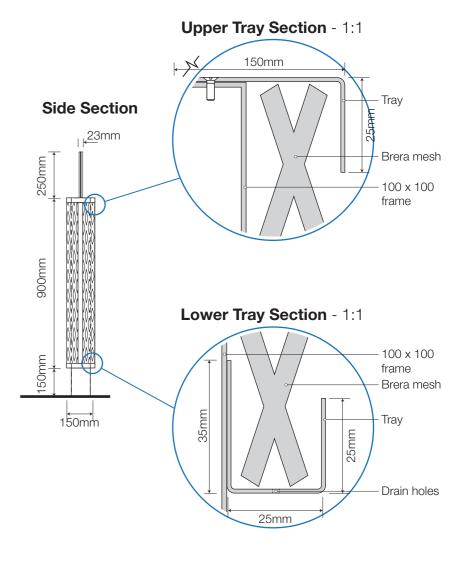
Folded aluminium top tray c/w 'Thank You' letters, sandwiched with individual 10mm black foamex finished RAL 7021.



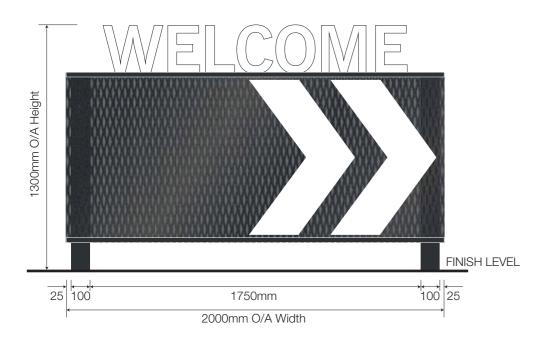


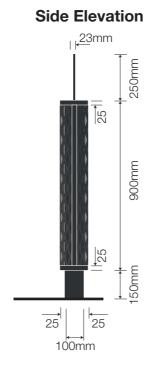
Front Section

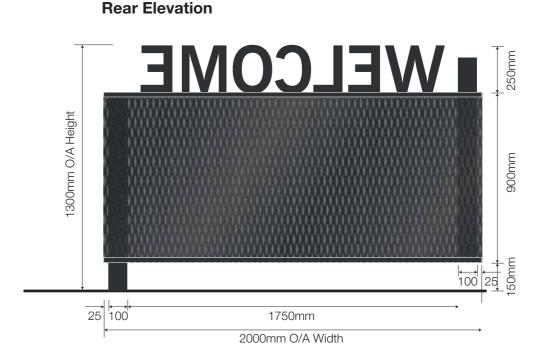




Front Elevation







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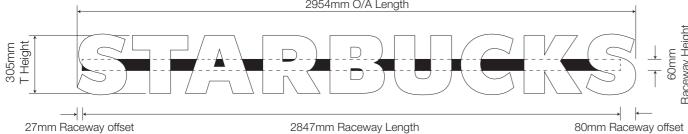
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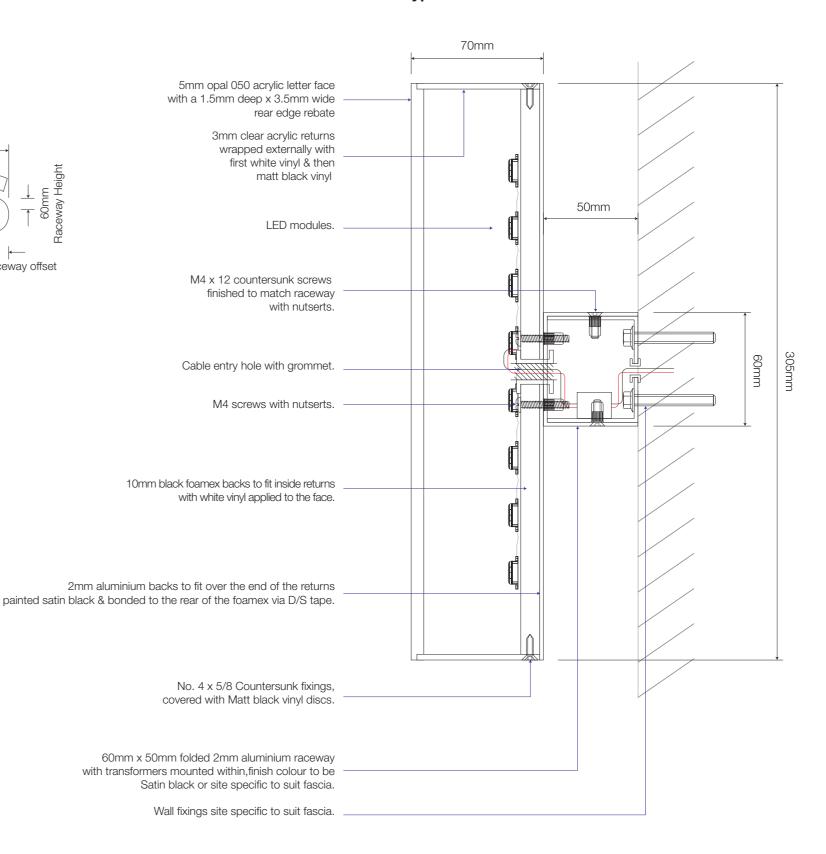
1) Changes to wordmarks 7 remove of raceways

All site dimensions to be verified prior to manufacture.

Typical Section - 1:2







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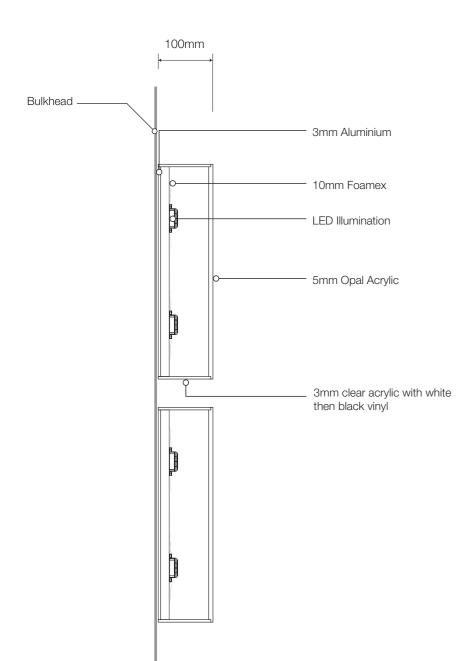
9 11 Built up Acrylic Drive Thru Text - 1: 10 5mm 050 opal face, 3mm clear returns.

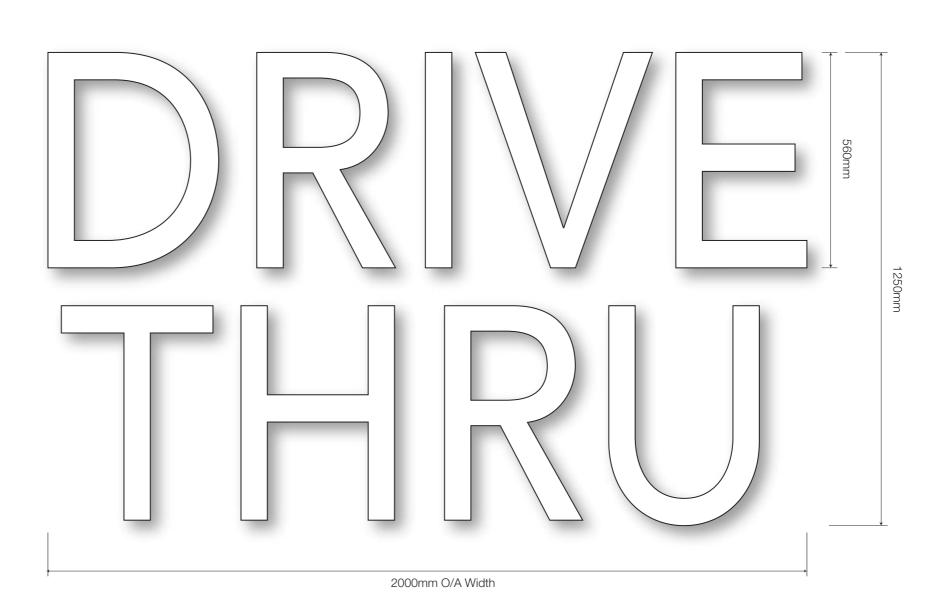
10mm foamex with white face & black returns bonded to 3mm powder coated aluminium backs.

Letter returns finished white then black externally using block out vinyl.

LEDs mounted within letter can to provide even illumination throughout full face.

Letters mounted directly back to the bulkhead via fixings.





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Client: Starbucks

Address: Blackburn Rd Accrington BB5 2SB Drawing no: 20-427

Drawn by: DB

Job location: T: Starbucks\Sites\Accrington, Blackburn Road\Drawings

Rev: 1

Date: 27/10/20

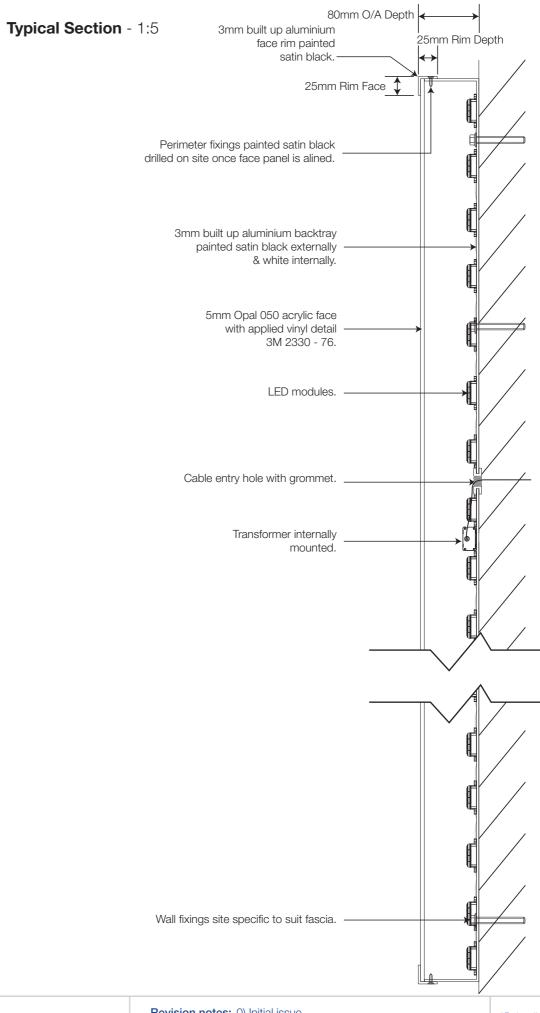
Revision notes: 0) Initial issue

1) Changes to wordmarks 7 remove of raceways

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2 Off 1500mm External Single Sided Roundel - 1:10







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Client: Starbucks Drawing no: 20-427 Address: Blackburn Rd Job location: T: Starbucks\Sites\Accrington, Blackburn Road\Drawings Accrington BB5 2SB Drawn by: DB Rev: 1 **Date:** 27/10/20

Revision notes: 0) Initial issue

1) Changes to wordmarks 7 remove of raceways

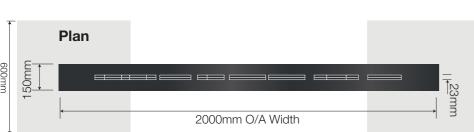
All site dimensions to be verified prior to manufacture.

Thank You Mesh Directional - 1:20

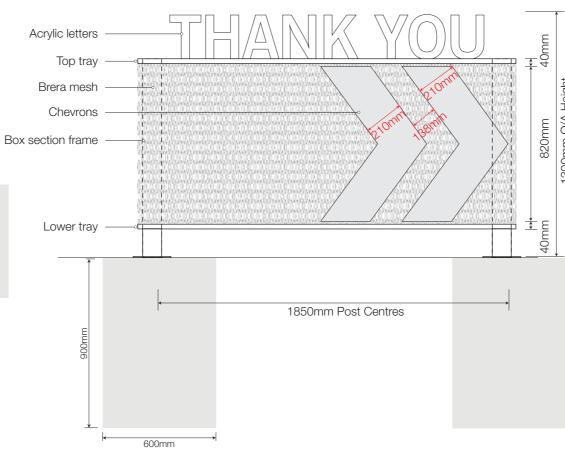
1 Off, 1280mm High 'Thank You' directional sign. Consisting of folded aluminium box section frame c/w Brera mesh all finished Black Grey, RAL 7021 and 5mm thick Aluminium 'Chevrons' faced with Reflective white vinyl.

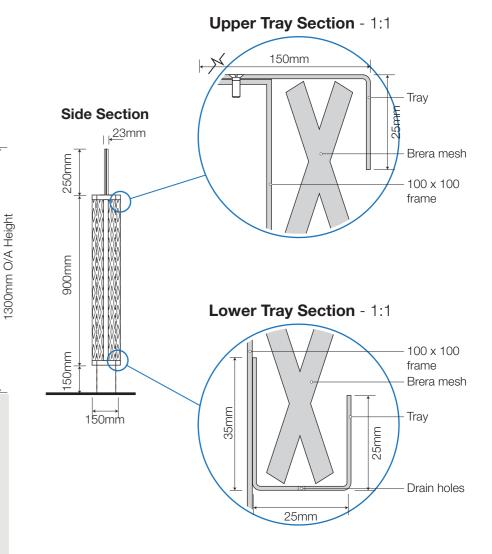
Folded aluminium top tray c/w 'Thank You' letters, sandwiched with individual 10mm black foamex finished RAL 7021.





Front Section

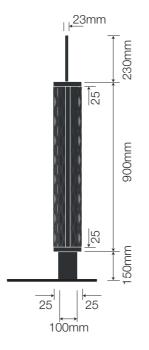




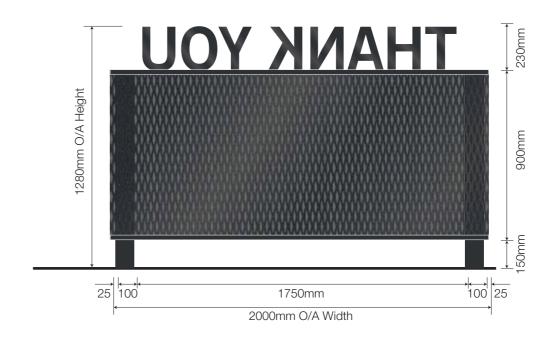
Front Elevation



Side Elevation



Rear Elevation



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Address: Blackburn Rd Accrington BB5 2SB

Client: Starbucks Drawing no: 20-427 Job location: T: Starbucks\Sites\Accrington, Blackburn Road\Drawings **Date:** 27/10/20 Drawn by: DB Rev: 1

Revision notes: 0) Initial issue

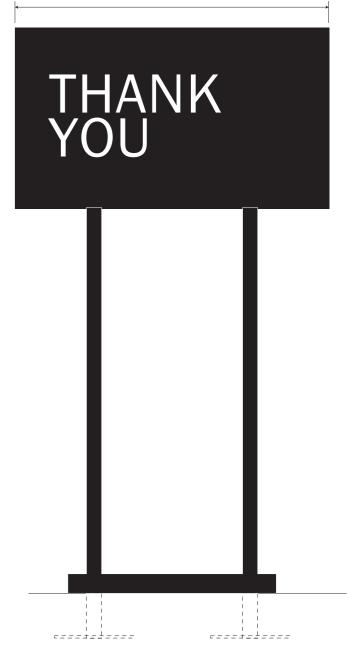
1) Changes to wordmarks 7 remove of raceways

All site dimensions to be verified prior to manufacture.

480mm

Rear Elevation - 1:10

832mm



All Final Surface finishing to be completed by Main contractor / Ground worker. Including any cutting in around signs at juncture points and adaptation of sition if requested by Starbucks/Franchisee during inspection

NIS SIGNS NIS Signs (Leicester) Ltd 51 Marlow Rd, Leicester, LE3 2BQ

Section DD

950mm Wide

© 0116 270 6228

POWER

@ info@signs-nis.co.uk

950mm

www.signs-nis.co.uk

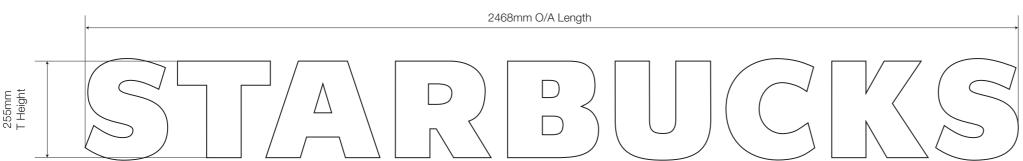
Client: Starbucks Drawing no: 20-427 Address: Blackburn Rd Job location: T: Starbucks\Sites\Accrington, Blackburn Road\Drawings Accrington BB5 2SB **Date:** 27/10/20 Drawn by: DB Rev: 1

- Ducting

Revision notes: 0) Initial issue

1) Changes to wordmarks 7 remove of raceways

All site dimensions to be verified prior to manufacture.



Typical Section - 1:2 70mm 5mm opal 050 acrylic letter face with a 1.5mm deep x 3.5mm wide rear edge rebate Accessible fused spur 3mm clear acrylic returns to be provided within wrapped externally with 1M of signage position. first white vinyl & then matt black vinyl LED modules. Cable entry hole with grommet. 10mm black foamex backs to fit inside returns Access required behind with white vinyl applied to the face. fascia for link wiring 2mm aluminium backs to fit over the end of the returns painted satin black & bonded to the rear of the foamex via D/S tape. No. 4 x 5/8 Countersunk fixings, covered with Matt black vinyl discs. Wall fixings site specific to suit fascia.



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Client: Starbucks

Address: Blackburn Rd Accrington BB5 2SB Drawing no: 20-427

Drawn by: DB

Job location: T: Starbucks\Sites\Accrington, Blackburn Road\Drawings

Date: 27/10/20

Revision notes: 0) Initial issue

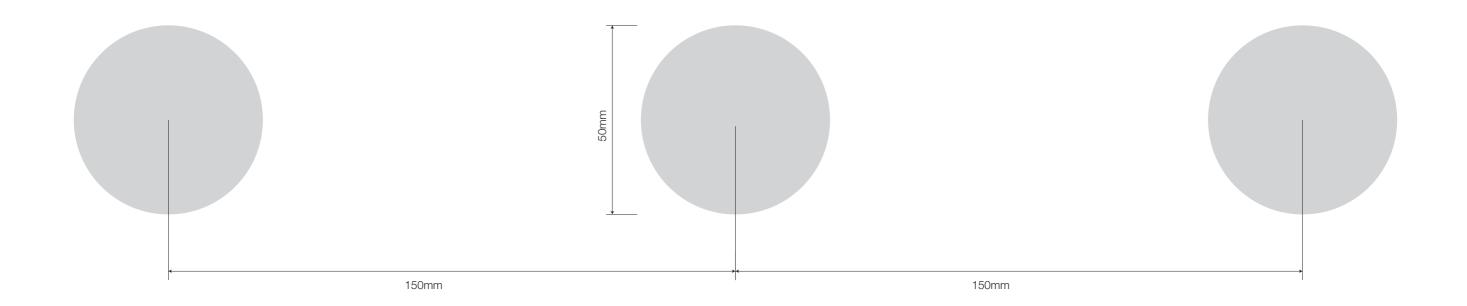
1) Changes to wordmarks 7 remove of raceways

All site dimensions to be verified prior to manufacture.

16

Manifestation Dots - 1:1

FROSTED VINYL - IP M5804 Install One set at 1500mm high from floor level, second set at 950mm from floor level. 20M double line length.





O 0116 270 6228

info@signs-nis.co.uk www.signs-nis.co.uk

Client: Starbucks

Drawing no: 20-427

Address: Blackburn Rd
Accrington
BB5 2SB

Drawn by: DB

Rev: 1

Date: 27/10/20

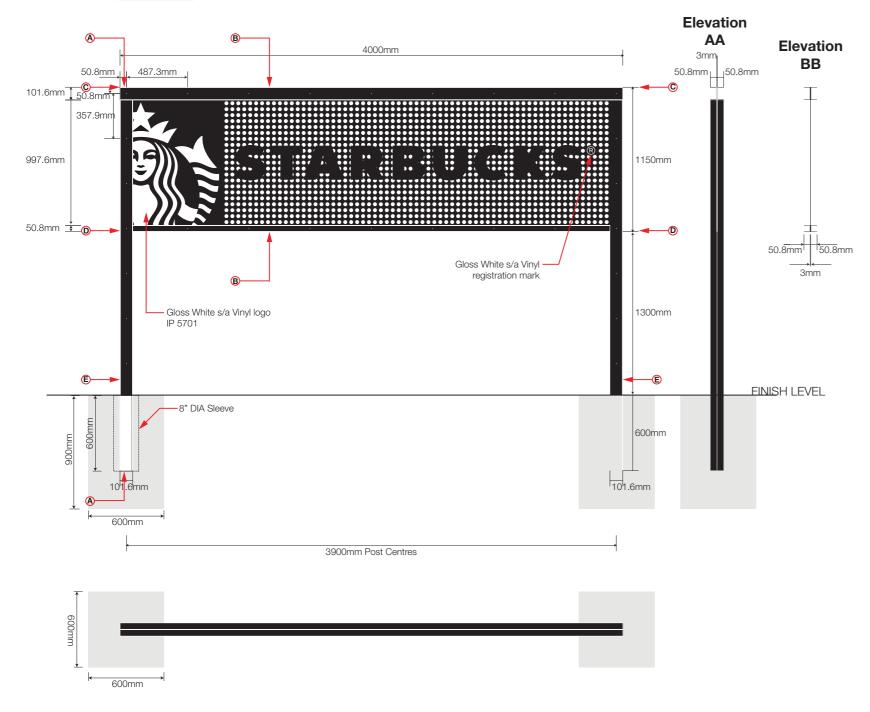
Revision notes: 0) Initial issue

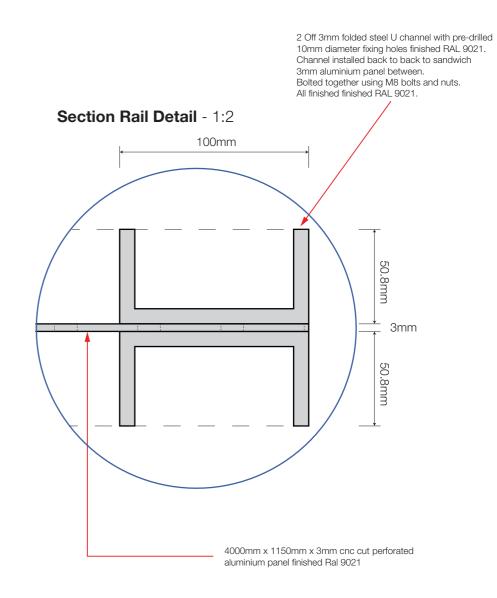
1) Changes to wordmarks 7 remove of raceways

All site dimensions to be verified prior to manufacture.









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Address: Blackburn Rd Accrington BB5 2SB

Client: Starbucks

Drawing no: 20-427

Job location: T: Starbucks\Sites\Accrington, Blackburn Road\Drawings

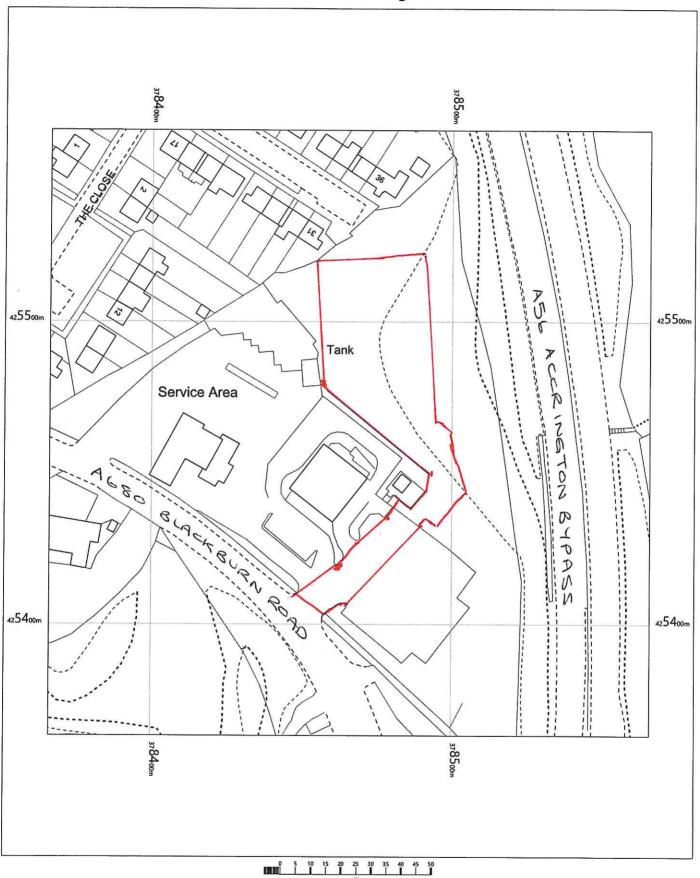
Drawn by: DB Rev: 1 Date: 27/10/20

Revision notes: 0) Initial issue

1) Changes to wordmarks 7 remove of raceways

All site dimensions to be verified prior to manufacture.

Starbucks Accrington





BB5 2SB

OS MasterMap 1250/2500/10000 scale Thursday, February 10, 2022, ID: BW1-01018571 maps.blackwell.co.uk

1:1250 scale print at A4, Centre: 378466 E, 425463 N

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TEL: 0800 151 2612 maps@blackwell.co.uk

Illuminance Levels of Advertisements

Sign 1)	Int-Illum 9mtr Totem Pole Sign	300cdm2
Sign 2)	Int-Illum Drive Thru Directional	300cdm2
Sign 3)	Int-Illum Height Restrictor	300cdm2
Sign 4)	Int-Illum Preview Menu Board	400cdm2
Sign 5)	Int-Illum Speaker Canopy	400cdm2
Sign 6)	Int-Illum Triple Menu Board	400cdm2
Sign 7)	Non-Illum Welcome Mesh Directional	N/A
Sign 8)	Int-Illum 305mm Wordmark	300cdm2
Sign 9)	Int-Illum Drive Thru Letters	300cdm2
Sign 10)	Int-Illum 1500mm Roundel	300cdm2
Sign 11)	Int-Illum Drive Thru Letters	300cdm2
Sign 12)	Int-Illum 1500mm Roundel	300cdm2
Sign 13)	Non-Illum Thank You Mesh Directional	N/A
Sign 14)	Int-Illum No Entry/Thank You Directional	300cdm2
Sign 15)	Int-Illum 255mm Wordmark	300cdm2
Sign 16)	Non-Illum Window Manifestations	N/A
Sign 17)	Non-Illum Banner Frame	N/A