

Application No: 2009/234	Application Type: Advertisement
Proposal: Erection of freestanding sign (Temporary)	Location: Land opposite Barker Court, Rochdale Road, Bacup.
Report of: Planning Unit Manager	Status: For Publication
Report to: Development Control Committee	Date: 6 July 2009
Applicant: Craig Hambling Ltd	Determination Expiry Date: 27 July 2009
Agent:	

REASON FOR REPORTING	Tick Box
Outside Officer Scheme of Delegation	<input checked="" type="checkbox"/>
Member Call-In Name of Member: Reason for Call-In:	<input type="checkbox"/>
More than 3 objections received	<input type="checkbox"/>
Other (please state):	Council-owned land

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.

APPLICATION DETAILS

1. SITE

The application relates to a grassed area of Council-owned land located on the west side of Rochdale Road (A671). On the opposite side of Rochdale Road is Barker Court, a home for the elderly, and to the sides and rear are mature trees/shrubs.

2. RELEVANT PLANNING HISTORY

None

3. THE PROPOSAL

The contractor appointed to undertake the next phase of Facelifting works to properties in Bacup seeks a temporary consent for a V-shaped sign to advertise this regeneration project. The applicant requests consent for this signage until 5/4/10.

Mounted upon 3m high timber posts will be a series of 1.8m high white boards bearing details of the Rockcliffe Road Facelifting Scheme, together the names and logos of Rossendale Borough Council, Elevate East Lancashire and the Contractor. Thus, as the site is approached along Rochdale Road from either direction will be seen a sign of 1.8m in width and 3m in height.

4. Consultation Responses

LCC (Highways)

No objection

5. Notification Responses

Site notices were posted on 12 June 2009 and the relevant neighbours notified by letter on 10 June 2009.

A petition objecting to the application, bearing 27 names, has been received from residents of Barker Court.

6. POLICY CONTEXT

National

PPS1 Delivering Sustainable Development

PPG19 Outdoor Advertisement Control

Development Plan

Regional Spatial Strategy for the NW of England (2008)

EM1 Environmental Assets

Rossendale District Local Plan (1995)

DC5 Advertisements

Other Material Planning Considerations

T&CP (Control of Advertisements) Regulations 2007

7. Planning Issues

In accordance with the Control of Advertisements Regulations, Policy DC5 requires that applications for advertisement consent are determined having regard to Amenity and Public Safety.

Amenity

I do not consider that the sign will detract to an unacceptable extent from the street-scene or the amenities of any neighbours.

The grassed area where the sign is to be erected is presently fronted by a bus shelter. The proposed sign will be to the south of the bus shelter, mature trees and shrubs screening it from view from the residential properties to the south and west. The windows of the building at Barker Court do not look directly towards the sign and are 20+m away.

Public Safety.

The Highway Authority has raised no objection to the proposal.

8. Summary Reason for Approval

The proposed signage will not detract to an unacceptable extent from amenity or highway safety. Accordingly, the proposal accords with the Policy DC5 of the Rossendale District Local Plan.

9. Recommendation

Grant

Conditions

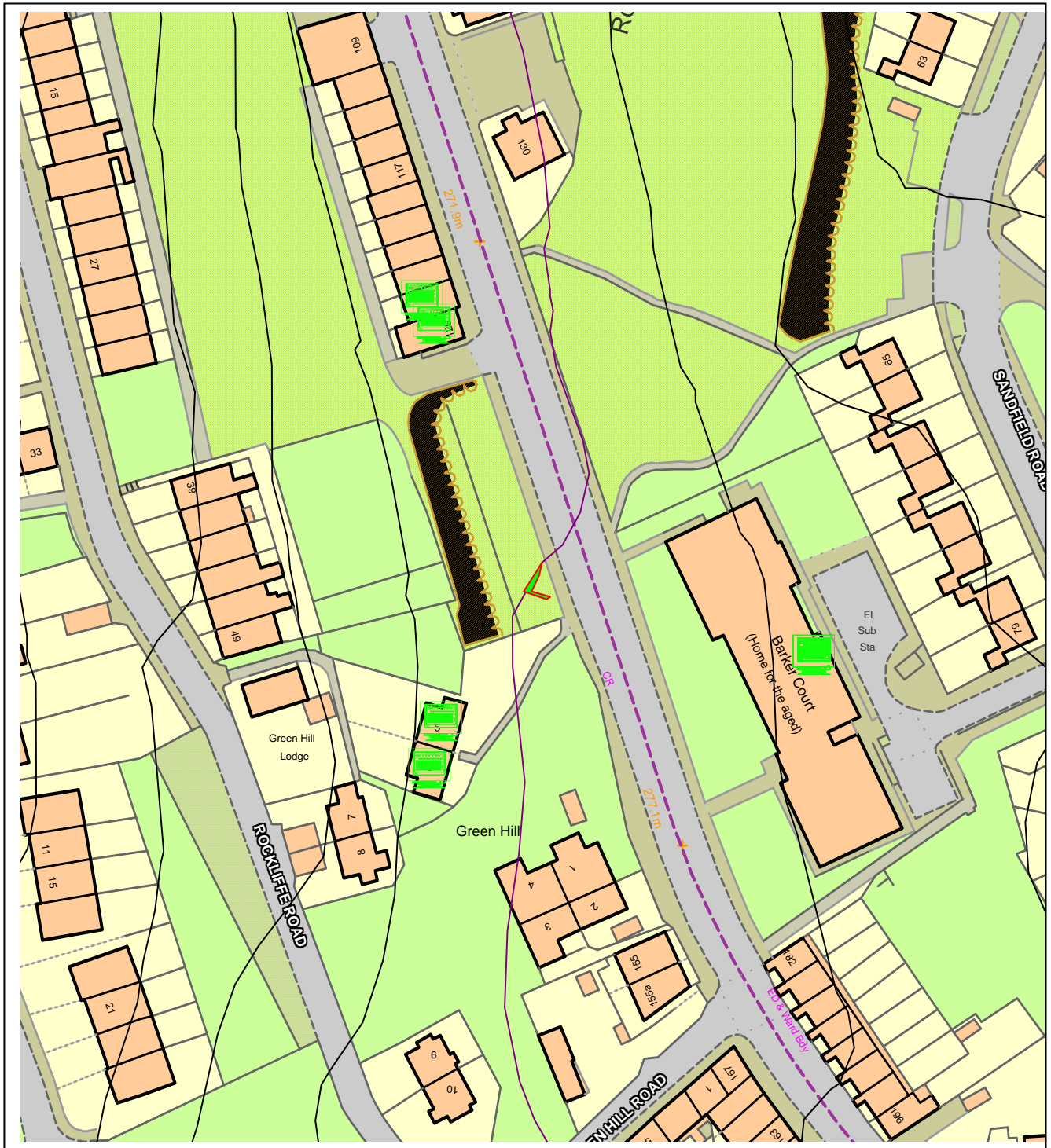
Standard advertisement conditions

Additional condition :

1. The advertisement for which consent is hereby granted shall be removed from the land within one year from the date of this consent or completion of the Rockcliffe Road Facelifting Scheme, whichever is the sooner, and the affected land shall be reinstated to the satisfaction of the Local Planning Authority.
Reason: To accord with the application and in the interests of visual amenity, in accordance with Policy DC5 of the Rossendale District Local Plan.

Contact Officer	
Name	M. Sadiq
Position	Planning Officer
Service / Team	Development Control
Telephone	01706 238641
Email address	planning@rossendalebc.gov.uk

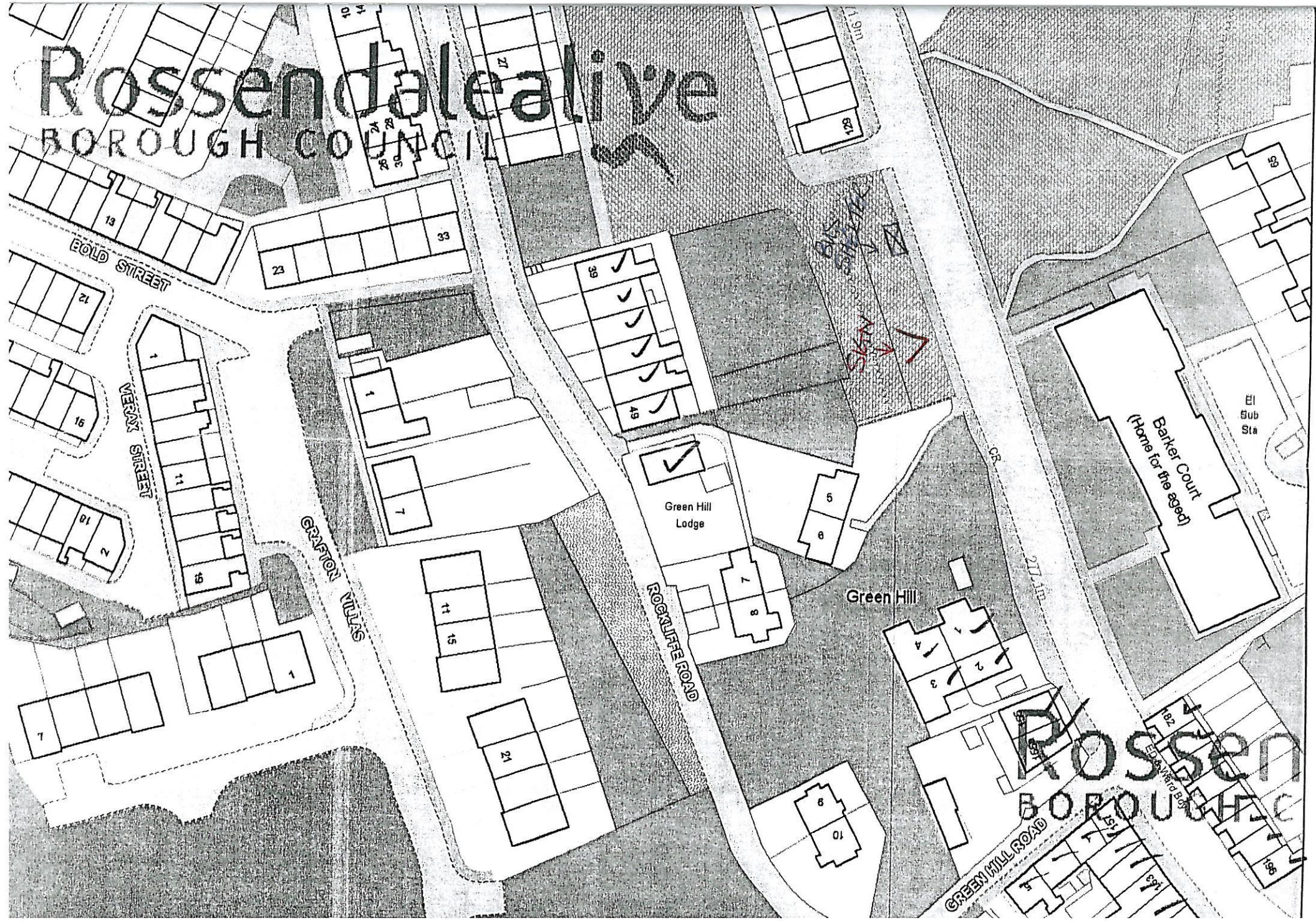
Location plan and neighbours notified



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Rosendalealive

BOROUGH COUNCIL



BOLD STREET

VENN STREET

GRAFTON VILLA

ROGALIFE ROAD

GREEN MILL ROAD

Green Hill Lodge

Green Hill

Baker Court
(Home for the aged)

El Sub Sta

Rosendalealive
BOROUGH COUNCIL

18 JUN 2009

900mm
1800mm
Rossendalealife
BOROUGH COUNCIL

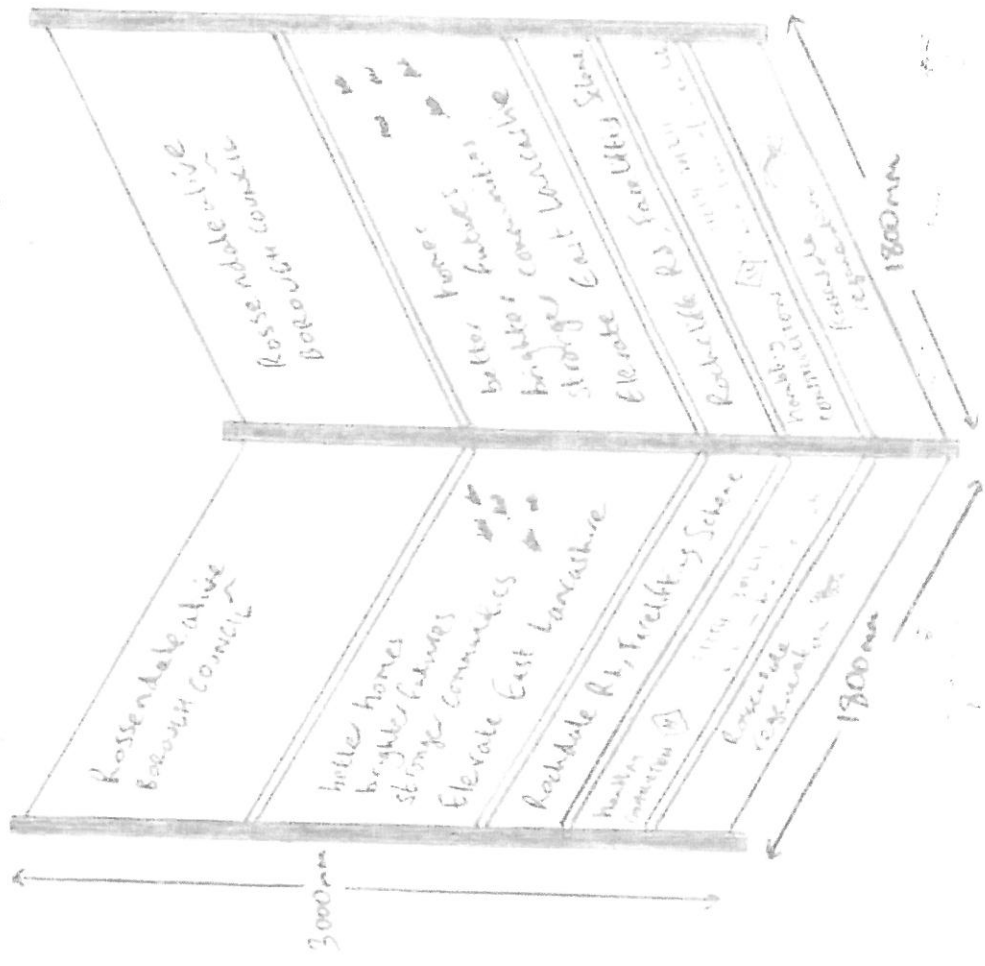
400mm
better
brighter
stronger
Elevate East Lancashire
www.elevateeastlancashire.com

300mm
300mm
hambling
01254 301211
www.hambling.co.uk

300mm
regeneration
regeneration

Rochdale Rd, Facelift Scheme

Rockcliffe Rd, Facelift Scheme



Scale 1:30

2009/274

better
brighter
stronger



Elevate East Lancashire
Your Ambition is our Business



better
brighter
stronger



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Rochdale Rd, Facelifting Scheme

Rockcliffe Rd, Facelifting Scheme



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Rossdale
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2009/234

01 JUN 2009