

TITLE: 2005/706A ERECTION OF INTERNALLY ILLUMINATED, POLE MOUNTED, ELECTRONIC MEDIA SIGN ON LAND NEAR SHORE SERVICE STATION, MARKET STREET, SHAWFORTH, WHITWORTH

TO/ON: DEVELOPMENT CONTROL COMMITTEE 10TH JANUARY 2006

BY: TEAM MANAGER DEVELOPMENT CONTROL

DETERMINATION EXPIRY DATE: 1ST FEBRUARY 2006

APPLICANT: WHITWORTH TOWN COUNCIL

DETERMINATION EXPIRY DATE: 1ST FEBRUARY 2006.

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.

Site and Proposal

The applicant seeks permission for the erection of an internally illuminated, pole mounted, electronic media sign at the above address. The location is within the urban boundary.

Relevant Planning History

2005/584A - Erection of internally illuminated, pole mounted, electronic media sign on land near to Shore Service Station, Market Street, Shawforth, Whitworth.
WITHDRAWN

Notification Responses

Site notices were posted, with no response

Consultation Responses

County Highways

Comments to be reported at the meeting.

RBC Environmental Health

No objections.

Development Plan Policies

Policy DS1 (Urban Boundary) states *“the Council will seek to locate most new development within a defined boundary – the urban boundary – and will resist development beyond it unless it complies with Policies DS3 and DS5.”*

Policy DC1 (Development Criteria) of the Rossendale District Local Plan
The policy states that all applications for planning permission will be considered on the basis of a) location and nature of proposed development, b) size and intensity of proposed development; c) relationship to existing services and community facilities, d) relationship to road and public transport network, e) likely scale and type of traffic generation, f) pollution, g) impact upon trees and other natural features, h) arrangements for servicing and access, i) car parking provision j) sun lighting, and day lighting and privacy provided k) density layout and relationship between buildings and l) visual appearance and relation to surroundings ,m) landscaping and open space provision, n) watercourses and o) impact upon man-made or other features of local importance.

Policy DC5 (Advertisements) of the Rossendale District Local Plan states that *applications for advertisement consent will be determined having regard to the issues of amenity and public safety as required by the Town and Country Planning (Control of Advertisement) Regulations 1992, and generally in the interests of maintaining attractive urban townscape and rural landscape, devoid of unnecessary clutter.*

Other Material Planning Considerations

PPG19 (Advertisements)

Planning Issues

The location for the proposed development is within the urban boundary and therefore the proposal is in accordance with Policy DS1 of the Rossendale District Local Plan.

The proposed development will have no adverse impact upon the surrounding properties, in terms of amenity and will not look out of place in the locality. Therefore, the proposal is in accordance with Policy DC1 of the Rossendale District Local Plan.

The proposed development will be illuminated and Environmental Health have no objections to the proposed development. Therefore, the proposed development is in accordance with Policy DC1 of the Rossendale District Local Plan.

The views of the highways authority will be reported at the meeting.

The proposed development is within the urban boundary and will not have a significantly adverse impact upon the amenity of the neighbouring residents. The proposed development will not look out of place within the locality, subject to conditional control. Therefore, the proposed development is in accordance with Policies DS1, DC1 and DC5 of the Rossendale District Local Plan.

Recommendation

That advertisement consent be granted subject to the following conditions:

Conditions

1. The development permitted shall be begun before the expiration of three years from the date of this permission.

Reason: The condition is required by virtue of Section 51 of the Planning and Compulsory Purchase Act 2004.

2. Any advertisements displayed, and any sites used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.

Reason: In accordance with Regulation 2(1) of the Town and Country Planning (Control of Advertisements) Regulations 1992.

3. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: In accordance with Regulation 2(1) of the Town and Country Planning (Control of Advertisements) Regulations 1992.

4. 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: In accordance with Regulation 2(1) of the Town and Country Planning (Control of Advertisements) Regulations 1992.

Local Plan Policies

DS1

DC1

DC5

