

## **DELEGATED DECISION OFFICER REPORT**

**Proposed development: Advertisement Consent for 3no roadside signs**

**Site address: Various locations; Salford and Whalley Old Road, Blackburn and Bolton Road, Darwen.**

**Applicant: Blackburn with Darwen Borough Council**

**Application number: 10/18/0082**

**Case officer: Nick Blackledge, Planner - Development Management**

**Recommendation: APPROVE.**

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The following report includes analysis of the merits of the application against the relevant policies of both the National Planning Policy Framework (NPPF), and the adopted policies of the Blackburn With Darwen Borough's Core Strategy and Local Plan Part 2 "Site Allocations and Development Management Policies", together with other relevant material planning considerations. The policies of the Core Strategy and Local Plan Part 2 that have been used to assess this application are considered to be in accordance with the NPPF, and as such are material planning considerations.

The planning service, in assessing the planning application, has had due regard to the provisions of the Human Rights Act. It is an inherent part of the decision making process to assess the effects that a proposal will have on individuals, and weigh these against the wider public interest in determining whether development should be granted planning permission. In carrying out this balancing exercise, the planning service is satisfied that it has acted proportionately.

### **PROPOSAL**

Advertisement consent is sought for the erection of 3no free standing roadside advertisements, located at Whalley Old Road and Salford, Blackburn and Bolton Road Darwen; as set out in the submitted drawings.

#### **Publicity:**

As an application for Advertisement Consent, there is no duty to publicly consult.

### **DEVELOPMENT PLAN**

#### **National Planning Policy Framework (NPPF)**

NPPF recognises that poorly placed advertisements "can have a negative impact on the appearance of the built and natural environment" (paragraph 67). The Framework seeks to address the relationship

between an advertisement and its setting through an assessment of the potential effects on *amenity* and *public safety*.

### Supplementary Planning Guidance Outdoor Advertisements and Signs

The SPG requires that advertisements should respect the characteristics of a building on which they are displayed and the character and appearance of the local area; having regard to size, form, colour, positioning and lettering.

### Local Plan Part 2 (2015) Policies:

Policy 43: “Outdoor Advertisements”

### NPPF

NPPF attaches great importance to the design of the built environment and recognises that poorly placed advertisements can have a negative impact on the built and natural environment and that control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the Local Planning Authority’s detailed assessment (paragraph 67).

### **ASSESSMENT**

The key issues in relation to this application are:

- Visual Impact; and
- Highways Safety

### Visual Impact

Policy 43 is of relevance and supports erection of signage which does not unacceptably affect the visual or historic character of the area, create clutter or excessive advertising.

The locations of the adverts have been chosen so as to minimise harm to the visual character of the area. The absence of a significant number of existing adverts ensures no excessive contribution toward visual clutter. In context, therefore, the proposal is considered to comply with the aforementioned policy principles.

### Highways Safety

Policy 43 also supports advertisement proposals which do not obscure visibility or distract users of the highway, impinge on functional/ traffic signs or pedestrian movement.

The signs are not illuminated and will not impede visibility for users of the highway or of other pre-existing directional signs nearby.

The Highway officer has requested clarity regarding maintenance of the signs. The onus for maintenance falls with the applicant / site owner.

Accordingly, the proposal complies with the requirements of the Development Plan.

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Nick Blackledge  
01 August 2018