
12. ADVERTISEMENT CONSENT APPLICATION – REPLACEMENT SIGNAGE TO PUBLIC HOUSE AT THE BRIDGE INN, CALVER (NP/DDD/0516/0444, P.6290, 27/06/2016, 424707 / 374417, MN)

APPLICANT: MRS ELISA BLACKBURN

Site and Surroundings

The Bridge Inn is an historic, but unlisted, building which occupies a prominent roadside position on the northern side of the A623 near Calver Mill. It is constructed from coursed gritstone walls, under a Hardrow tile roof. The building largely follows vernacular design and construction, although there is a section of flat roofed extension to the rear in addition to a more traditional pitched roof single storey projection. It is a public house.

The inn is located within a designated Conservation Area. It effectively occupies an “island” between the old line of the A623 and its current route, with the River Derwent adjacent.

Proposal

To replace the existing pub signage, including one double sided post sign, one directional post sign, one hanging sign, two wall-mounted car park signs, two sets of wall-mounted individual letter signs, and one wall-mounted brewery logo sign. The signage has been erected during the course of the application and so the application is retrospective.

RECOMMENDATION:

**That the application be APPROVED subject to the standard conditions in the advert regulations and the following additional conditions:
following conditions:**

- 1. Completion in accordance with revised plans**
- 2. Lighting of signage shall not exceed 200cd/m²**

Key Issues

Advertisement consent applications can only be evaluated on grounds of amenity and public safety, as detailed by The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Relevant History

2000 – Advertisement consent granted for new signage

2014 – Planning permission granted for extension and alteration of public house

Consultations

Highway Authority – Projecting sign to be a minimum 2.5m above adjacent highway, minimum 450mm setback from kerb, and may require licencing by the Highway Authority under the Highways Act 1980.

District Council – No response at time of writing.

Parish Council – Strongly oppose, making the following comments;

- No pre-application advice has been sought.
- The signs were erected on the same day the PC were consulted on the application which is a blatant disregard of the planning process.
- The application ignores 'Development Considerations' given in the Curbar No1 (Area A) Conservation Area Appraisal, in particular:
Section (a) - Development must preserve and where possible enhance the conservation area.
Section (d) – High standards of listed building consent will be maintained including impacts upon the appearance of the area as a whole as well as the individual buildings concerned.

The bright orange format is obtrusively bright and gaudy and the print style is ultra-modern which disregard the development plan objectives and definitions designed to preserve and conserve the characteristics of this important 18th century building.

The Council therefore recommends the Authority refuse permission and take retrospective enforcement action.

Representations

4 letters of objection have been received objecting to the signage on the grounds that the colour, design and scale of the signs are inappropriate and detract from the appearance of the building and the area. One letter refers to the use of lower case initial letters as being inappropriate.

Main Policies

Core Strategy policy GSP3 broadly sets out the Authority's development management policies, requiring all development to respect, conserve and enhance all valued characteristics of the site and buildings that are subject to the development proposal.

Local Plan policy LC4 states that where development is acceptable in principle it will be permitted provided it is of a high standard of design that respects and conserves the landscape, built environment and characteristics of the area.

Saved Local Plan policy LC11 also deals specifically with outdoor advertisements and states that advertisements should (i) be as near as possible to the business or activity concerned, (ii) not result in a proliferation of signs inappropriate to the building or locality, (iii) not pose a hazard to public safety, or unduly harm the amenity of neighbouring properties, (iv) be in proportion and appropriately located relative to the building on which that are displayed and /or to nearby buildings, (v) be of a high standard of design, materials and construction; and (vi) be of a scale, setting and design which do not detract from features of architectural or historic importance or other valued characteristics of the area.

Furthermore in respect of illumination LC11(b) states that "External illumination will not be granted consent unless it is during opening hours in predominantly commercial areas: or it is at public houses, restaurants or similar premises open after dark."

LC11(c) also deals with signs or adverts above 3.6m or the bottom level of any first floor window and states they will not be granted consent unless they are either a hanging sign or the building is a public house that does not have a fascia and the sign or advert consists of individual lettering attached to it so as to minimise any harmful visual impact and damage to the stonework.

These policies are consistent with the wider range of conservation and design policies in the Development Plan and the National Planning Policy Framework, which promote high standards of design and seek to protect the valued characteristics of the National Park.

Wider Policy context

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 state that advertising consent applications can only be evaluated on grounds of amenity and public safety. It specifies factors relative to amenity to include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest. Factors relevant to public safety include the safety of any persons using a highway.

Assessment

The majority of the proposed signage is a direct replacement for the existing signage, which was approved by the Authority in 2000. The exceptions to this are the hanging sign and the signage on the north west gable.

Public safety impacts

The Highway Authority has advised that the projecting sign should be a minimum 2.5m above the adjacent highway and a minimum of 450mm back from kerb. The sign does overhang the pavement, but is more than 2.5m above ground and would not obstruct users of the pavement. It would also be more than 450mm back from the kerb.

All other signage is within the confines of the site and does not overhang the road. The signs are not of such a size so as to present undue distraction to users of the highway, and those that are illuminated are lit with directional lighting that would not dazzle drivers. Overall, the proposal is considered to conserve public safety.

Amenity impacts

In this case amenity is primarily considered to be a matter of visual impact. The signs are by necessity publicly visible and so their impact on the character and appearance of the area has been considered in detail.

There has been some objection to both the colour and design of the signage on the grounds that it is too prominent, contemporary and out of keeping with the area. Whilst it is not appropriate to be overly prescriptive in terms of detailed design it is reasonable and necessary to consider the wider impacts of signage on the amenity and appearance of the area.

The majority of the signs are modest in size, and those that are lit are illuminated by small downlighters. Brightness has not been specified for these, but could be controlled by condition if consent is granted. Officers advise that the light is restricted to 200cd/m².

The replacement signage on the building itself would, in terms of its massing, represent a reduction over the previous signage. This is because the use of individual letters rather than large single boards breaks up the outline of the signage and allows more of the stone to remain visible. This improvement is offset to some degree by the use of a more prominent colour than was previously the case, and the addition of a hanging sign. However, it is still considered that these signs have a neutral impact on the amenity of the area.

Overall therefore, and subject to a condition restricting the brightness of any illumination, the majority of signage is considered to conserve the amenity of the area due to its low impact.

The exception to this is the directional post sign situated at the end of the car park. This sign is prominent from the adjacent main road and is much larger in size than the other signs. It is the same size as the sign that was previously approved in this position in 2000, however its prominent new colour (a shade of yellow/orange) makes it a much more strident feature. At this size and in this position, the colour of the sign is considered to detract from the amenity of the area, appearing overly prominent and out of keeping.

It is accepted that a directional sign in this position is necessary to attract passing trade, and so Officers have requested that the proposal be amended to reduce the sign in size or to change its colour. Revised plans have since been received that reverse the colours on the sign, so it would now be mostly black with yellow/orange lettering. This significantly reduces the prominence of the sign and improves its relationship to its surroundings. It is therefore considered to conserve the amenity of the area.

Other matters

Some additional lighting is also proposed to be fixed to the building. This is not subject to control under the advertisement regulations however, and so is not a material consideration for the determination of this proposal.

Conclusion

The design, sizes and siting of the signs are considered such that they have no significant impact on the amenity or public safety of the area, and complies with local planning policies. The application is therefore recommended for approval.

Human Rights

Any human rights issues have been considered and addressed in the preparation of this report.

List of Background Papers (not previously published)

Nil