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**14. ADVERTISEMENT CONSENT APPLICATION: NEW SIGNAGE, BAKEWELL TOURIST INFORMATION CENTRE, OLD MARKET HALL, BRIDGE STREET, BAKEWELL (NP/DDD/0516/0407 P.6021 421862/368571 31/7/2016/CF)**

**APPLICANT: PEAK DISTRICT NATIONAL PARK AUTHORITY**

**Site and Surroundings**

The current application concerns Bakewell Tourist Information Centre, which is operated by the National Park Authority from the Grade II listed Old Market Hall on Bridge Street in the centre of Bakewell. The Tourist Information Centre also lies within Bakewell's Central Shopping Area and the designated Conservation Area.

**Proposal**

The application seeks advertisement consent for new signage for the premises including a wooden painted hanging sign on a bracket and a wooden painted sign attached to the front of the building, which overlooks the large car park that is also used to accommodate market stalls on Mondays and other market days. The application has been revised since its submission and the amended plans now show both signs would be smaller than proposed originally and the colour scheme for the signage has been changed in accordance with the Authority's Conservation Officer's advice.

A parallel application for listed building consent has been submitted for the new signage and replacement windows; a further application has been submitted for planning permission for the replacement windows.

**RECOMMENDATION:**

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

- 1. Adopt amended plans.**
- 2. All new fixtures and fittings to be inserted into existing mortar joints and not into the existing stonework.**

**Key Issues**

- Whether the signage would harm the amenities of the local area.

**History**

There is no record of any applications for consent for signage or any other works to the Tourist Information Centre since 1985 when listed building consent was granted for alterations to the building and advertisement consent was granted for the existing hanging sign.

**Consultation**

Highway Authority – No objections.

District Council – No response to date.

National Park Authority (Built Environment) – No objections to amended plans subject to conditions.

Town Council – Recommend approval

### **Representations**

One letter about this application has been received by the Authority, which offers comments on the original proposals that have been addressed by the submission of amended plans.

### **Main Policies**

Advertisements are subject to control under the Town and Country Planning (Control of Advertisements) Regulations 2007, as amended ('the Advertisement Regulations') rather than being treated as development that requires planning permission. In this respect, some forms of outdoor advertising benefit from deemed consent and are excluded from control of the planning authority provided certain conditions are fulfilled. Express consent is required for signage like the signage proposed in the current application, which does not fall within the categories and conditions specified in the Regulations for adverts that benefit from deemed consent.

Notably, when determining an application for express Advertisement Consent only two issues can be taken into consideration, these are the interests of amenity and public safety. In assessing the impact of signage on amenity, the local characteristics of the area must be taken in account, and in particular, whether it is in keeping with scenic, historic, architectural or cultural features of the area. Considerations regarding public safety are normally limited to the likely impact of advertisements on road traffic and pedestrians.

The National Planning Policy Framework states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment, it also repeats the regulatory provision that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

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.

### **Wider Policy Context**

Relevant Core Strategy policies: GSP1, GSP2, GSP3 & L3

Relevant Local Plan policies: LC4, LC5 & LC6

Paragraph 115 of the Framework states that great weight should be given to conserving landscape and scenic beauty in National Parks along with the conservation of wildlife and cultural heritage, which is consistent with the aims and objectives of policies GSP1 and GSP2 the Core Strategy. Similarly, GSP3 of the Core Strategy and LC4 of the Local Plan are consistent with core planning principles in the Framework that require all development in the National Park to be of a high standard of design that is sensitive to the locally distinctive character of its landscape setting.

The Framework also states that the conservation of heritage assets in a manner appropriate to their significance forms one of 12 core planning principles whilst Paragraph 132 of the Framework states that great weight should be given to the conservation of a designated heritage asset and that the more important the asset, the greater the weight should be. These provisions are consistent with the criteria for assessing development that would affect the setting of a Conservation Area set out in the Authority's Development Plan in policy L3 of the Core Strategy and saved Local Plan policies LC5 and LC6.

The Conservation Area Appraisal offers further guidance on Bakewell's designated Conservation Area and the Authority has also recently adopted detailed design guidance on shop fronts.

### **Assessment**

In the first instance, it is clear that the signage does not pose any risk to public safety noting that the Highway Authority does not have any objections to this application. Equally, the signage generally meets the requirements of LC11, which deals specifically with outdoor advertisements, because (i) the signage is as near as possible to the business concerned, (ii) its retention would not result in a proliferation of signs (iii) the signage would not pose a hazard to public safety, or unduly harm the amenity of neighbouring properties, and (iv) the amended plans show two signs that can be considered to be in proportion and appropriately located on the building itself.

It is also considered the new signage would meet the requirements of the Authority's adopted detailed design guidance on shop fronts, or reflect the valued characteristics of the Conservation Area, as identified in the recent Conservation Area Appraisal. This is because of the use of good quality materials, the bespoke colour scheme, and the well-considered detailing of the proposed signage. The signage on the front of the Old Market Hall would cover an area of new stonework that has not been particularly well executed and the signage will not have any significant impact on the fabric of the building provided any new fixings go into mortar joints between the stonework rather than into the stonework itself.

### **Conclusions**

It is considered that the signage would not harm to the amenities of the local area or compromise public safety and in all other respects; the amended plans accord with national planning policies and the most relevant policies in the Development Plan. Consequently, the application is recommended for approval subject to the standard conditions required by the Advertisement Regulations, and conditions securing compliance with the amended plans and requiring all new fixtures and fittings to be inserted into the existing mortar joints rather than the stonework in the interests of conserving the character and appearance of the Grade II listed building.

### **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