

14. ADVERTISEMENT CONSENT – NATIONAL PARK VISITOR CENTRE SIGNS FIXED TO EXTERNAL WALLS. SEMI-TRANSPARENT WINDOW VINYL GRAPHICS FIXED TO A NUMBER OF GLAZING AREAS AS SHOWN ON THE DRAWINGS AT CASTLETON VISITOR CENTRE, BUXTON ROAD, CASTLETON (NP/HPK/0217/0108, P2725, 414905/382963 03/02/2017 SPW)

APPLICANT: PEAK DISTRICT NATIONAL PARK AUTHORITY

Site and Surroundings

Castleton Visitor Centre is located approximately 110m north west of St Edmund's Church and within the Castleton Conservation Area. The site also lies within Flood Zone 2 and 3.

The centre is occupied by the National Park Authority. Works are underway on site to implement the 2016 planning permission which was for re-configuration of existing visitor centre for retail area, tourist and information services, museum, café, classroom and interpretation space.

The building is made up of a range of limestone buildings with pitched roofs clad with concrete tiles and natural stone slate. Windows and doors are constructed from aluminium finished in a recessive grey.

The nearest neighbouring properties are the attached public toilets to the north and the car park beyond. Orchard house is the nearest neighbouring residential property, located approximately 6.5m to the west of the centre.

Proposal

The application seeks advertisement consent for new signs at the premises including 4 new National Park visitor signs fixed to the external walls and semi-transparent window vinyl graphic. None of the signs are illuminated. In detail the signs would comprise;

South Elevation

Sign 1 – 3000mm x 700mm, this is a metal sign, with printed vinyl, the text is green/yellow with stone grey background (standard Peak District National Park Authority logo colours). This is located on the gable end centred over the main opening.

Sign 4 – 850mm x 850mm, this is a metal sign, with printed vinyl, the text is green/yellow with stone grey background (standard Peak District National Park Authority logo colours).

Two semi-transparent window vinyls – these have transparent text and symbols with frosted grey background.

North Elevation

Sign 3 - 850mm x 850mm, this is a metal sign, with printed vinyl, the text is green/yellow with stone grey background (standard Peak District National Park Authority logo colours).

East Elevation

Sign 2 - 3000mm x 700mm, this is a metal sign, with printed vinyl, the text is green/yellow with stone grey background (Standard Peak District National Park Authority logo colours). This is located on the gable end centred over the main opening.

Nine semi-transparent window vinyls - these have transparent text and symbols with frosted grey background.

RECOMMENDATION:

That the application be APPROVED subject to the Standard Advertisement Conditions and the following non-standard conditions;

1. The development hereby permitted shall not be carried out otherwise than in complete accordance with the submitted plans 'PM2725 RF16 Sign ELE01', 'PM2725 RF16 Sign Det01', 'PM2725 RF16 Sign Det02' subject to the following conditions or modifications.
2. At the time of erection of the new advertisements hereby approved all existing advertisements shall be removed.

Key Issues

Impact on amenity and public safety.

History

2001: Planning permission granted conditionally for conversion and extension of existing building to form visitor / heritage centre.

2003: Planning permission granted for opening hours to extend to 23:00 hours for up to 15 days a year.

2003: Planning permission granted for external alterations to erect three shelters, boundary wall, two pieces of artwork and the installation of security shutters.

2016: Planning permission granted for re-configuration of existing visitor centre for retail area, tourist and information services, museum, café, classroom and interpretation space.

2016 - 2017: Pre app enquiry 27163 Planning officers suggested amendments to the proportions of the signage to allow more stonework to remain visible in the gables in the interests of the visual amenity of the area. Planning officers also stated that having seen the actual colours that would be used, the standard logo colours were acceptable.

Consultations

Highway Authority – No objections.

High Peak Borough Council - No response to date.

Castleton Parish Council – No objections.

Representations

Neighbour notification has been undertaken and a site notice which expired on the 12 March 2017. To date no representations have been received.

Main Policies

Relevant Core Strategy policies: GSP1, GSP3, GSP4, L1, L3.

Relevant Local Plan policies: LC3, LC4, LC5, LC11.

The NPPF paragraph 67 states: *Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. 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. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.*

The NPPG (para 026) explains that Local Planning Authorities are required to exercise their powers under the Regulations with regard to amenity and public safety, taking into account relevant development plan policies in so far as they are material, and any other relevant factors.

The Local Development Framework, Core Strategy (CS), was adopted by this Authority in October 2011. Relevant policies include GSP1 which says that all development should be consistent with the National Parks legal purpose and duty, to conserve and enhance the natural beauty, wildlife and cultural heritage of the National Parks; and promote opportunities for the understanding and enjoyment of the special qualities (of the National Parks) by the public.

CS Policy GSP3 says that all development must conform to the following principles: development must respect, conserve and enhance all valued characteristics of the site and buildings that are subject to the development proposal.

CS Policy GSP3 goes on to say, amongst other things, particular attention will be paid to: impact on the character and setting of buildings; scale of development appropriate to the character and appearance of the National Park; siting, landscaping and building materials; design in accordance with the National Park Authority design guide; impact on living conditions of communities.

CS Policy L3 says development must conserve and where possible enhance cultural heritage assets, and their setting. Development which adversely affected the significance of a heritage asset would not be permitted other than in exceptional circumstances.

Local Plan Policy LC4 expands on this to require that a development's detailed treatments are to a high standard that conserves and where possible enhances the landscape, built environment and other valued characteristics of the area.

Local Plan Policy LC5 would not permit works that failed to conserve or enhance the conservation area, its setting, important views into or out of the area and ensure the areas preservation or enhancement.

Local Plan policy LC11 deals specifically with outdoor advertisements. LC11(a) lists a series of criteria whereby signs may be permitted provided they do not result in a proliferation of signs inappropriate to the building; do not pose a hazard to public safety or unduly harm the neighbouring properties; are in proportion and appropriately located relative to the building on which they are displayed and/or to nearby buildings; are of a high standard of design, materials and construction; their scale, setting and design do not detract from features of architectural or historic importance or other characteristics of the area. Internal illumination is not permitted. External illumination is permitted only where it is during opening hours in predominantly commercial areas. Signs or adverts more than 3.6m above ground level, or if lower above the bottom level of any first floor window on the same wall will not be granted consent unless they are hanging signs or the building is a public house and the sign 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.

Assessment

Signs can only be evaluated on grounds of visual amenity and public safety. The proposed signage is considered to be sensitive to the character and appearance of the building and the Conservation Area and would not harm the visual amenities of the site or affect public safety.

Officers noted that sign 1 conflicts with Local Plan policy LC11 C as the height of the sign is over 3.6m. However, given that the sign is sensitively sited over the large opening on this elevation, which pushes the sign over the 3.6m threshold, the conflict with the Local Plan policy is not considered to be reason to refuse the application particularly as it is not considered to harm the visual amenity of the area or affect public safety.

There is still some signage on the property which is understood would be removed from the building if this scheme is approved. This is important in the interests of the visual amenity of the area including the character and appearance of the conservation area as well as to avoid a proliferation of signage. A condition is therefore suggested to ensure that upon erection of the new advertisements, all existing advertisements shall be removed.

Subject to this condition and the standard advertisement conditions, the proposal is therefore considered to be in accordance with the policies of the development plan, so far as they relate to amenity and public safety, and other material considerations including the NPPF and NPPG.

Conclusion

The proposal is in accordance with the policies of the development plan, so far as they relate to amenity and public safety, and other material consideration as it will not harm the amenities of the site or the area and will not affect public safety.

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