

11. ADVERTISEMENT CONSENT APPLICATION: ERECTION OF 12 SIGNS AT THE CO-OPERATIVE FOOD STORE, CALVER ROAD, BASLOW. (NP/DDD/0618/0524 P.5887 425123/372396 15/06/2018 DH)

APPLICANT: Co-operative Food

Site and Surroundings

The application site is the former Rutland Arms public house which occupies a prominent position in the centre of the village of Baslow. The building stands on the corner between the road through the village (the A623) and the C17th Grade I listed bridge over the River Derwent leading to Bubnell Lane. The Grade II* listed St Anne's Church is to the south-east, the Lych Gate, which is listed Grade II in its own right is approximately 33m to the south-east of the building. The site is within the designated conservation area boundary.

The building is constructed of coursed gritstone under a slate roof, with gritstone quoins and window and door surrounds. There is a car park to the north-west of the building which is enclosed, except for the two access points, by a low gritstone wall. In 2015 planning permission was granted to change the use of the former public house to a convenience store (A3 to A1 use). The permission has not yet been implemented, but an application to discharge the conditions is registered with the Authority and the agent has confirmed that work will commence before 22 October 2018.

The nearest neighbouring residential properties are Toll Bar Cottage on the opposite side of the bridge to the south-east, The Mill House to the north-west on the far side of the car park, and the houses on the opposite side of the A623.

Proposal

The application is for Advertisement Consent to display 12 signs. The scheme comprises:

Sign A - "Welcome to Baslow Co-op" in glazing above entrance doors in north-west gable. The sign is 750mm by 2511mm, the background is an aluminium panel powder coated in traffic grey (RAL 7043) with white acrylic text. Non-illuminated.

Sign B - Co-op logo above doors in north-west gable. The sign comprises individual timber letters painted silver (RAL 9006) with blue vinyl faces. Overall size 1321mm by 1400mm. Externally illuminated by downward and inward facing LED trough lights.

Sign C – Co-op logo on south-east gable. The sign comprises individual timber letters painted silver (RAL 9006) with blue vinyl faces. Overall size 1321mm by 1400mm. Externally illuminated by downward and inward facing LED trough lights.

Sign D (*Re-lettered to Sign N in 10 July revised scheme*) – Co-op logo projecting sign on roadside (north-east) elevation. The sign comprises individual timber letters painted silver (RAL 9006) with blue vinyl faces. Overall size 472mm by 500mm. Externally illuminated by downward and inward facing LED trough lights.

Sign E - "Remember your reusable bags" on roadside (north-east) elevation. The sign is 450mm in diameter, blue background in anti-graffiti laminate with white applied vinyl lettering. Non-illuminated.

Sign F - "Goods Delivery" by delivery door on north-west elevation. The sign is 600mm by 600mm, blue background in anti-graffiti laminate with white applied vinyl lettering. Non-illuminated.

Sign G – "Parking Disclaimer" on south-east wall of car park. The sign is 600mm by 600mm, blue background in anti-graffiti laminate with white applied vinyl lettering. Non-illuminated.

Sign H – "Parking Disclaimer" on post next to south-west boundary of car park. The sign is 600mm by 600mm, blue background in anti-graffiti laminate with white applied vinyl lettering. Non-illuminated.

Sign I – "Disabled Parking Space" on post on north-east side of car park. The sign is 600mm by 600mm, blue background in anti-graffiti laminate with white applied vinyl lettering. Non-illuminated.

Sign J – "Parent and Toddler Parking Space" on post on north-east side of car park. The sign is 450mm in diameter, blue background in anti-graffiti laminate with white applied vinyl lettering. Non-illuminated.

Sign K – Co-op logo on northern end of roadside (north-east) elevation. The sign comprises individual timber letters painted silver (RAL 9006) with blue vinyl faces. Overall size 1038mm by 1100mm. Externally illuminated by downward and inward facing LED trough lights.

Sign L – Has been omitted from the revised scheme.

Sign M - The double sided sign is sited on a silver (RAL 9006) 'L' bracket on a 3527mm high pole finished in traffic grey (7043) at the entrance to the car park. It is a simple aluminium rectangle measuring 600mm by 900mm with a background colour of traffic grey, an applied vinyl Co-op logo in blue and a white 'P' and arrow to the car park. Externally illuminated by downward and inward facing LED trough lights.

The scheme also indicates positions for a paypoint projector and lotto projector. No details of these are given, but they are small in size and standardised designs.

The original scheme also showed a Banner Frame on the roadside elevation, which has been omitted from the revised scheme.

RECOMMENDATION:

That the application be APPROVED subject to the standard conditions applicable to Advertisement Consent, and the following non-standard condition:

- **That the scheme shall be in complete accordance with that which is specified on the amended plans, received by the Authority 10 July 2018.**

Key Issues

In dealing with applications for advertisement consent, the key issues are public safety and safeguarding amenity, taking into account the provisions of the Development Plan and any other relevant factors. Considerations regarding public safety would be the likely impact of advertisements on road traffic and pedestrians. In assessing amenity the local characteristics of the area must be taken in account, whether it is in keeping with scenic, historic, architectural or cultural features of the area.

History

NP/DDD/0115/0040 – Change of use and alterations to external elevations to create Class A1 convenience store with associated servicing, refuse, plant and parking areas – Granted subject to conditions - 22/10/2015

NP/DDD/0216/0116 – Section 73 application for the variation of condition 8 on NP/DDD/0115/0040 (hours of delivery) – Refused - 03/06/2016 – Appealed – Allowed with conditions - 14/12/2016

NP/DDD/0317/0226 - Section 73 application for the variation or removal of condition 2 - amended plans on appeal APP/M9496/W/16/3157101 - Granted subject to conditions - 17/05/2017

NP/DIS/0718/0646 – Discharge of condition 6, 10, 11, 12, 18 and 19 on NP/DDD/0317/0226 – Not determined to date

Consultations

Derbyshire County Council (Highway Authority): No response to date

Derbyshire Dales District Council: No response to date

Baslow & Bubnell Parish Council: Initially objected for the following reasons:

- There seem to be too many signs for the property.
- Sign L (totem sign in car park) seems unnecessary
- Sign C (logo on gable) would be improved if they were the same size as sign K (logo on roadside elevation).
- The wording for sign A ('Welcome to Baslow's Co-op') gives the impression this is somehow a community shop.

Officer comment: Although twelve signs sounds excessive, six of the signs are small informative signs round the car park, 'goods delivery entrance', 'disabled space' etc.) Amendments to the scheme were requested during the course of the application and Sign L is now a much smaller sign. The size of Sign C is proportionate to the wall face it is to be displayed on, as is Sign K, additionally, as there is only one sign on the gable it will not be cluttered. With regard to the wording of Sign A, the Town & Country Planning (Control of Advertisements) Regulations 2007 states that, among amenity considerations, the local planning authority must not include the subject matter of an advertisement.

Amendments to the scheme were requested during the course of the application, the changes to the scheme comprise:

- *The materials are now more traditional.*
- *The banner frame on the principal elevation has been omitted from the scheme.*
- *The totem sign in the car park (Sign L) has been amended to a much smaller sign whose design acknowledges the former use of the building as a public house.*
- *All internal illumination to the proposed signs has been omitted.*
- *The signs are to be externally illuminated by small downward and inwards facing trough lights; the illumination is no more than 400cdms².*

The Parish Council and other interested parties were informed of the amended scheme, and the PC clerk has stated that the majority of the councillors are much happier with the proposal.

Representations

To date the Authority has received 12 representations regarding the proposal. One was a general comment on the signage. One did not comment on the current application for signage, merely stated their opposition to a shop on that site. Eight representations were objections, and when the interested parties were advised of the amended scheme, two of the objectors submitted further comments, one maintaining their original objection, the other acknowledging the improvements but maintaining the objection to the wording of Sign A.

The concerns raised by the objectors include:

- The change of use to a shop is still considered to be unacceptable.

This is not material consideration regarding the current application. However, it is pertinent in so far as if the building had remained a public house the signs would all benefit from deemed consent

- Road safety as the car park access is close to a bend
Again, this is not a material consideration for the current application
- The wording/content of Sign A, 'Welcome to Barlow's Co-op'
The Town & Country Planning (Control of Advertisements) Regulations 2007 states that, among amenity considerations, the local planning authority must not include the subject matter of an advertisement
- The extent of the signage is unnecessary and should be restricted to the building itself
The signs which are not attached to the building are all small informative signs round the car park, ('goods delivery entrance', 'disabled space' etc.) with the exception of Sign M, which has been reduced considerably, from 1060mm wide and 3505mm high (formerly Sign L) to just 600mm by 900mm mounted on a pole. Therefore the amount of signage is not considered to be excessive
- The signage is too large
See above
- The signage is of an inappropriate design and materials, too urban, too brightly coloured, too corporate, and not in keeping with the aesthetics of the village
The scheme has been revised considerably to address similar concerns raised by officers on receipt of the application, prior to any representations being received
- The illumination is out of keeping and will project light into the properties opposite
All the signs which were originally proposed to be illuminated have been revised and now are externally illuminated by downward and inward facing LED trough lights
- The footway along the frontage of the building is narrow, therefore use of ATM would limit pedestrian passage, and the ATM would be a security risk
There is no ATM shown on the proposed or revised plans
- Sign E, Paypoint, and Lotto signs are not necessary and could easily be accommodated within the building
The Town & Country Planning (Control of Advertisements) Regulations 2007 specifically states that the subject matter of advertisements should not be among amenity considerations when dealing with applications for Advertisement Consent
- The Totem sign is an eyesore
This has now been omitted from the scheme at the request of officers
- The Banner Frame whose content would alter on a regular basis would be a distraction to passing drivers
This has now been omitted from the scheme

Main Policies

Relevant Core Strategy policies: GSP1, GSP2, GSP3, GSP4, L1, L3

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

The NPPF states in Chapter 12 that the creation of high quality buildings and places is fundamental to what the planning process should achieve. Paragraph 132 states that the quality and character of places can suffer when advertisements are poorly sited and designed. It goes on to say 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 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

The National Park has a statutory duty to conserve and enhance the natural beauty, wildlife and cultural heritage of the National Parks, and to promote opportunities for understanding and enjoyment of its special qualities.

Policy LC11 is supported by the wider range of design and landscape conservation policies in the Development Plan including GSP1, GSP2 and GSP3 of the Core Strategy and LC4 of the Local Plan which requires 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.

Core Policy L3 and Saved Local Plan Policy LC5 deals with applications for development or works which are within designated Conservation Areas.

Supplementary Guidance

The Authority has a Supplementary Planning Document (SPD) on shopfronts, which gives detailed design advice. It states that materials should be timber or metal, not plastic or Perspex. Hanging signs can be used effectively to supplement signs on the building and can play an important role in both attracting customers and adding interest to the street scene, however, they should not be too bulky. With regard to lighting, this should be used sparingly, if at all. It should also be low energy lighting.

Assessment

Advertisements are ordinarily subject to control under the Town & Country Planning Act 1990 (the 1990 Act), and the Town & Country Planning (Control of Advertisements) Regulations 2007. 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 which does not fall within the categories and conditions specified in the Regulations. However, the Co-operative store at the former Rutland Arms requires express Advertisement Consent for all signage due to condition 16 on NP/DDD/0317/0226, which states, *“Notwithstanding the provisions of the Town and Country Planning (General Permitted Development) (England) Order 2015 (or any order revoking and re-enacting that order) no alterations to the external appearance of the building shall be carried out without the National Park Authority's consent and no extensions, porches or ancillary buildings whatsoever shall be erected on the site without the Authority's prior written consent.”*

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 amenity the local characteristics of the area must be taken in account, whether it is in keeping with scenic, historic, architectural or cultural features of the area. Considerations regarding public safety would be 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.

Principle – In principle, provided the signage complies with saved Local Plan policy LC11, proposals for signage at businesses will be acceptable.

Siting – The positions of the signs on the building and within the car park will not be a public safety hazard to pedestrians or traffic. They are appropriately located relative to the building and associated parking facility on which they are displayed. The signs are considered to be in compliance with LC11 as they are of a scale which is not disproportionate to the area of wall they occupy or any other signage in the vicinity.

Design - The designs of the signs, as amended, retain the corporate image and colour scheme, but are now proposed to be constructed from more traditional materials which respect the fact that the building is within a conservation area and close to listed buildings.

All internal illumination to the proposed signs has been omitted, the banner frame on the principal elevation has been omitted, and the totem sign (L) in the car park has been amended to a much smaller sign (M) whose design acknowledges the former use of the building as a public house, and is therefore more in keeping with the area.

Six of the signs (E, F, G, H, I, and J) are informative and very modest in scale, the largest being 600mm by 600mm. The other signs, displayed on the building itself, are proportionate in scale to the wall faces they are displayed upon. The larger signs which are to be lit (B, C, D, K, and M) are on the building itself and will be externally illuminated by small downward and inwards facing trough lights, the illumination is no more than 400cdms².

The signage scheme, as amended, is considered to comply with saved Local Plan policy LC11.

Amenity - In dealing with applications for advertisement consent, the key issues are public safety and safeguarding amenity. Considerations regarding public safety would be the likely impact of advertisements on road traffic and pedestrians. In assessing amenity the local characteristics of the area must be taken in account, whether it is in keeping with scenic, historic, architectural or cultural features of the area.

Due to the property being in the centre of a named settlement in Core Strategy policy DS1 there is no impact on the wider landscape setting.

The building is prominently located within the Baslow Conservation Area, fronting the main road through the village, with views of the north, south, and east elevations. The area has a range of both residential and commercial premises with signage. The display of advertisements on commercial premises is appropriate, indeed, it should be noted that had the premises remained a public house, they would have been able to display more signs than are proposed without the benefit of express Advertisement Consent. It is therefore concluded that the signage scheme, as amended, does not detract from features of architectural or historic importance or other valued characteristics of the area. The signs will have no significantly negative impact on the character and appearance of the property, or its setting within the conservation area, and will not detract from the amenity of the local area as it is sensitive to the locally distinctive character of the property's setting.

Considerations regarding public safety would be the likely impact of advertisements on road traffic and pedestrians. As the majority of the signs are fixed to the building and the walls enclosing the car park, and the projecting signs are well above the head height of any pedestrians they would not pose any concerns relating to public safety. Any proposed lighting is directed directly downwards on to the signs, therefore they should not be a distraction to road traffic through the village.

It is therefore considered that the proposed signs do not present a hazard to public safety, nor do they detract from the surroundings by having any significant detrimental effect on the site itself or its setting or the character and appearance of the local area.

The proposal is in line with saved Local Plan policy LC11 and national planning policies in the National Planning Policy Framework. It is also in line with policies GSP1, GSP2, and GSP3 of the Core Strategy and saved Local Plan policies LC4 and LC5.

Conclusion

It is therefore concluded that the signage scheme, as amended, is in compliance with save Local Plan Policy LC11 and national planning policies in the National Planning Policy Framework. The scheme is also in line with policies GSP1, GSP2, and GSP3 of the Core Strategy and saved Local Plan policies LC4, and LC5. Accordingly, the application is recommended for conditional 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

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