

13. ADVERTISEMENT CONSENT APPLICATION: INFORMATION BOARDS WHICH WILL CONSIST OF FOUR 650MM MODULAR CUBES AT THE MOORLAND CENTRE, FIELD HEAD, EDALE (NP/HPK/0718/0678) AM)

APPLICANT: MOORS FOR THE FUTURE PARTNERSHIP

Proposal

1. The erection of an information board to the within the curtilage of the Moorland Centre.
2. The plans show that the information board would consist of four interpretation panels, each measuring 0.52m by 0.52m mounted within oak frames and posts.
3. The information board would contain information about the blanket bog moorlands of the National Park and South Pennines.

Site and Surroundings

4. The Moorland Centre is located within Edale, approximately 130m south east of Holy Trinity Church and within the designated Edale Conservation Area. The proposed advertisement would be sited to the west of the building adjacent to the pathway and access.

RECOMMENDATION:

That the application be APPROVED subject to the following conditions or modifications:

1. **Standard conditions (statutory requirement of the advertisement regulations).**
2. **The development shall not be carried out other than in complete accordance with the specified approved plans.**

Key Issues

- The impact of the proposed advertisements upon amenity and highway safety.

History

5. None relevant.

Consultations

6. Highway Authority – No objections subject to no impact upon parking or visibility for visitors.
7. District Council – No response to date.
8. Parish Council – No response to date.

Representations

9. No representations have been received to date.

Main Policies

10. Relevant Core Strategy policies: GSP1, GSP3, DS1, L1 and L3
11. Relevant Local Plan policies: LC1, LC4, LC5 and LC11
12. National Planning Policy Framework
13. The National Planning Policy Framework (NPPF) was revised in July 2018. The Government's intention is that the document should be considered to be a material consideration and carry particular weight where a development plan is absent, silent or relevant policies are out of date. In the National Park the development plan comprises the Authority's Core Strategy 2011 and saved policies in the Peak District National Park Local Plan 2001. Policies in the Development Plan provide a clear starting point consistent with the National Park's statutory purposes for the determination of this application. It is considered that in this case there is no significant conflict between prevailing policies in the Development Plan and more recent Government guidance in the NPPF with regard to the issues that are raised.
14. Paragraph 172 of the NPPF states that *'great weight should be given to conserving landscape and scenic beauty in National Parks, the Broads and Areas of Outstanding Natural Beauty, which have the highest status of protection in relation to landscape and scenic beauty. The conservation of wildlife and cultural heritage are important considerations in all these areas, and should be given great weight in National Parks and the Broads.'*
15. Paragraph 132 of the NPPF states that *'The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts'*.
16. Peak District National Park Core Strategy
17. Policy GSP1 sets out the broad strategy for achieving the National Park's objectives having regard to the Sandford Principle, (that is, where there are conflicting desired outcomes in achieving national park purposes, greater priority must be given to the conservation of the natural beauty, wildlife and cultural heritage of the area, even at the cost of socio-economic benefits). GPS1 also sets out the need for sustainable development and to avoid major development unless it is essential, and the need to mitigate localised harm where essential major development is allowed.
18. Policy GSP3 and LC4 set out development management principles and state that all development must respect, conserve and enhance all valued characteristics of the site and buildings, paying particular attention to, amongst other elements, impact on the character and setting of buildings, scale of the development appropriate to the character and appearance of the National Park, design in accordance with the National Park Authority Design Guide and impact on living conditions of communities.
19. Policies L1 identifies that development must conserve and enhance valued landscape character and valued characteristics, and other than in exceptional circumstances, proposals in the Natural Zone will not be permitted. Policy L3 and LC5 say that development must conserve and enhance the cultural heritage of the National Park.

20. Policy LC11 is directly relevant for proposals for advertisements and says that they will be granted provided that they (a):

- are as near as possible to the business or activity concerned (an exception may be made for community information boards or finger-post schemes in designated Local Plan Settlements); and
- do not result in a proliferation of signs inappropriate to the building or locality; and
- do not pose a hazard to public safety or unduly harm the amenity of neighbouring properties; and
- are in proportion and appropriately located relative to the building on which they are displayed and/or to nearby buildings; and
- are of a high standard of design, materials and construction; and
- their scale, setting and design do not detract from features of architectural or historic importance or other valued characteristics of the area

Internal illumination will not be granted consent. External illumination will not be granted consent unless it is during opening hours in a predominantly commercial area; or is at public houses, restaurants or other similar premises open after dark. Advertisements for the purposes of announcement or direction will not be granted consent unless they are reasonable required having regard to the nature and location of that which they advertise.

Assessment

21. Principle

22. An application for Advertisement Consent is through a separate process within the planning system. When determining an application for Advertisement Consent only two issues can be taken into consideration, which are 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.

23. 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. The key issues in the determination of this application therefore are the impact of the proposal upon amenity and public safety.

24. Amenity

25. The proposed information board would be located in on a grass picnic area adjacent to the existing building and would be viewed be visitors approaching the Moorland Centre and also by users of the campsite. The proposed boards would be well related to the pathway, the building and the existing car park rather than being an isolated and intrusive feature within the open countryside.

26. The proposal information boards would provide information to members of the public in regard to the moorland which the valley and therefore the advertisement would be located as close to the activity concerned and would be appropriately located and not result in a proliferation of signs inappropriate to the locality and the Conservation Area. The design of the proposed adverts is of a high standard with appropriate materials and construction details and would not detract from the scenic beauty of the surrounding landscape.

27. Public safety

28. The proposed information panels would be sited a satisfactory distance from the highway and beyond the edge of the car park and therefore the proposal would not cause any physical obstruction to users of the highway. The proposed panels would not obscure or hinder the interpretation of any traffic sign or hinder the operation of any device used for the purposes of security or surveillance or for measuring the speed of any vehicle. The proposed panels would not be a hazard for pedestrians walking along the footpath.

29. Therefore the proposal would not pose a hazard to public safety.

Conclusion

30. The proposed information panels would be well designed and sited to avoid harm the scenic beauty of the landscape or the significance of the Conservation Area and would not pose a hazard to public safety.

31. The application is therefore considered to be in accordance with relevant development plan policies and in the absence of any further material considerations is recommended for approval subject to the standard conditions which are a requirement of the advertisement regulations and a condition to specify the approved plans.

Human Rights

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

List of Background Papers (not previously published)

Nil

Report Author and Job Title

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