

13. ADVERTISEMENT CONSENT APPLICATION - 5 POSTER BOARDS TO CONTAIN REPRINTS OF ORIGINAL RAILWAY COMPANY POSTERS, RELEVANT TO THE ERA OF THE BUILDING AT MILLERS DALE STATION, MILLERS DALE (NP/HPK/1118/1009 AM)

APPLICANT: PEAK DISTRICT NATIONAL PARK AUTHORITY

Site and Surroundings

1. The former Millers Dale Station site is located in open countryside on the road to Wormhill which rises up from Millers Dale village in the valley bottom beneath the viaduct. The site sits on a level area of land and includes the car park and surviving station buildings and platforms. The Monsal Trail crosses the site along the route of the former railway.
2. The site is located within the designated Millers Dale Conservation Area. The viaducts are located to the east of the station, North Viaduct is Grade II listed and South Viaduct is Grade II* listed. The former station is not listed but does form part of the Historic Buildings, Sites and Monuments Records as a non-designated heritage asset.
3. The site is located outside of, but adjacent to the Peak District Dales Special Area of Conservation (SAC) and the Wye Valley Site of Special Scientific Interest (SSSI). The site is located within the Limestone Dales Landscape Character Area for the purposes of the Authority's Landscape Character Assessment.
4. Much of the former station infrastructure has been demolished and only the booking office and post sorting room remains fully intact and is currently utilised by the National Park Authority as workshop with public toilets. Work is currently underway implementing the Planning permission which has been granted to allow the conversion of the booking office to a café and to provide a new roof to the goods shed to be used as an interpretation space.
5. The nearest neighbouring property is Station House which is located to the north of the site in an elevated position and shares access with the car park. Station house is a private dwelling which also operates a tea garden which is open to the public. A separate public footpath runs up and around Station House and runs westwards above the application site.

Proposal

6. The erection of five poster boards to the east and north elevations of the former booking office. The poster boards would be positioned in locations matching historic photographs of the station which show the poster boards in place.
7. The plans show that the design of the poster boards would reflect those installed historically by London Midland and Scottish railway. The poster boards would have timber frames with lettering above the poster board which would show re-prints of original railway company posters.
8. Four smaller poster boards are proposed each measuring 0.74m wide by 1.27m high.
9. One larger poster board is proposed measuring 2.08m wide by 1.27m high.

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

10. The impact of the proposed poster boards upon amenity and highway safety.

History

11. 1992: Planning permission granted unconditionally for car park extension.
12. 1982: Planning permission granted conditionally for public toilets, ranger base, car park and septic tank.
13. 2004: Planning permission granted on a temporary basis for siting of mobile refreshment vehicle.
14. 2018: Planning permission granted conditionally for change of use of former station building from office and workshop to visitor information point and café, extension to car park (NP/HPK/0518/0407).
15. 2018: Planning permission granted conditionally for replacement roof to derelict railway goods shed and change the use of the building to incorporate interpretation (NP/HPK/1118/1010).

Consultations

16. Officer note: this report was published before the end of the public consultation period. If any further consultation responses or representations are received by the Authority then the Committee will be updated verbally by Officers.
17. Highway Authority – No objection.
18. District Council – No response to date.
19. Parish Council – No objection to this application which should help to improve the appearance of this former railway station property.
20. PDNPA Archaeology – No objection.

Representations

21. No representations have been received to date.

Main Policies

22. Relevant Core Strategy policies: GSP1, GSP3, DS1 and L3
23. Relevant Local Plan policies: LC4, LC5, LC6 and LC11

National Planning Policy Framework

24. 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.
25. 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.'
26. 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'.

Peak District National Park Core Strategy

27. 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). GSP1 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.
28. 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.
29. Policy 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 L2 and LC17 together seek to ensure that all development conserves and enhances the biodiversity of the National Park and that other than in exceptional circumstances development which would harm biodiversity will not be permitted.
30. 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

Principle

31. 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.
32. 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.

Amenity

33. The proposal is to install poster boards to the former booking office. The design and position of the proposed poster boards would closely replicate poster boards historically sited on the building and this has been based upon historic photographs showing the poster boards in place and detailed construction drawings.
34. The proposal would reinstate poster boards based upon this evidence and would display railway company posters appropriate to the era of the station. Therefore the proposal would enhance the historic significance of the station and also act to provide interpretation to visiting members of the public.

35. Officers therefore agree with the Parish Council that the proposed poster boards would enhance the amenity of the area and the historic significance of the building, its setting and the setting of the nearby listed viaducts.

Public safety

36. The proposed poster boards 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 posted boards 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 sign would not be a hazard for pedestrians walking around the site.
37. Therefore the proposed poster boards would not pose a hazard to public safety.

Conclusion

38. The proposed poster boards would be well designed and sited and would enhance the historic character of the station and its setting. The poster boards would not pose a hazard to public safety.
39. 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

40. Any human rights issues have been considered and addressed in the preparation of this report.
41. List of Background Papers (not previously published)
42. Nil

Report Author and Job Title

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