

19. ADVERTISEMENT CONSENT – REPLACEMENT OF FIVE SIGNS. FIELD HEAD INFORMATION CENTRE, EDALE. NP/HPK/0120/0016. DH

APPLICANT: Peak District National Park Authority

Summary

1. The application seeks Advertisement Consent for replacement of five signs at the Field Head Information Centre, known as the Moorland Centre, in Edale.
2. The new signage provides a cohesive scheme which improves the existing signage. The proposed signs do not detract from the surroundings by having any significant detrimental effect on the site itself or on the character and appearance of the local area.
3. The application is recommended for approval.

Site and Surroundings

4. The application site stands off the east side of the unnamed road from Edale Station up to Grindsbrook, in Edale village. The site lies within the designated Edale Conservation Area.
5. The site is owned and occupied by the National Park Authority. It comprises the visitor centre, which is a contemporary building, set back from the road by approximately 45m with the car park to the south-west of the building. To the rear there are other buildings used as a ranger centre and offices and storage for Moors for the Future. Land to the north and east is in use as a campsite, operated by a tenant, and part of the buildings provide facilities for campers.
6. The existing signage is extensive. It comprises a mix of sizes, styles and materials.
7. The nearest neighbouring properties to the application site are Buckley Bed Cottage and the Grade II listed Church Cottage approximately 50m to the north-west, and Barnfield approximately 65m to the south-west.

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 7 February 2020.**

Key Issues

8. In dealing with applications for advertisement consent, the key issues for consideration are
 - public safety, and
 - safeguarding amenity

taking into account the provisions of the Development Plan and any other relevant factors.

History

9. None directly relevant to this application

Consultations

- Derbyshire County Council (Highway Authority): No highway objections. However with regard to Sign 1, which is proposed to be illuminated, due to the location adjacent the highway a maximum luminance of 100cdm² would be recommended.
- High Peak Borough Council: No response to date.
- Edale Parish Council: No objections.
- PDNPA Archaeologist: No archaeology comments or concerns.

Representations

10. The Authority has not received any representations regarding the application.

Main Policies

- Relevant Core Strategy policies: GSP1, GSP2, GSP3, GSP4, L1 & L3
- Relevant Local Plan policies: DMC3, DMC8 & DMS5

National Planning Policy Framework

11. The National Planning Policy Framework (NPPF), which was revised February 2019, is considered to be a material consideration which carries 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.
12. Paragraph 172 of the NPPF states that *'great weight should be given to conserving and enhancing 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 these issues. The conservation and enhancement of wildlife and cultural heritage are also important considerations in all these areas, and should be given great weight in National Parks and the Broads.'*
13. Paragraph 132 of the NPPF states that *'the quality and character of places can suffer when advertisements are poorly sited and designed.'* It goes on to repeat the regulatory provision that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Core Strategy Policies

14. Core Strategy 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.
15. Policy GSP3 sets out development management principles and states 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.
16. Core Strategy policy CC1 states that all development must make the most efficient and sustainable use of land, buildings and natural resources to achieve the highest possible standards of carbon reductions.
17. Policy DS1 sets out what types of development are acceptable within the National Park.
18. Policy L1 identifies that development must conserve and enhance valued landscape character and valued characteristics.
19. Policy L3 relates to applications for development or works which are within designated Conservation Areas.

Local Plan Development Management Policies

20. Policy DMS5 relates specifically to outdoor advertising. It states that advertisements will be granted consent provided they: (i) are as near as possible to the business or activity concerned, and (ii) do not result in a proliferation of signs inappropriate to the building or locality; and (iii) do not pose a hazard to public safety or unduly harm the amenity of neighbouring properties; and (iv) are of a high standard of design, materials and construction; and (v) are of a scale, design and method of fixing that do not detract from features of architectural or historic importance or other valued characteristics of the area; and (vi) conform to guidance set out in the Authority's Shop Fronts Supplementary Planning Document.
21. DMC3 states that where development is acceptable in principle, it will be permitted provided that its detailed treatment is of a high standard that respects, protects and where possible enhances the natural beauty, quality and visual amenity of the landscape, including the wildlife and cultural heritage that contribute to the distinctive sense of place. Particular attention will be paid to siting, scale, form, mass, levels, height and orientation in relation to existing buildings, settlement form and character, and the degree to which buildings and their design, details, materials and finishes reflect or complement the style and traditions of the locality as well as other valued characteristics of the area.
22. DMC8 relates to development in conservation areas and development which affects its setting and important views into and out of conservation areas. It says that the following should be taken into account: (i) form and layout of the area including views and vistas into and out of it and the shape and character of spaces contributing to the

character of the historic environment; (ii) street patterns, historical or traditional street furniture, traditional surfaces, uses, natural or man-made features, trees and landscapes; (iii) scale, height, form and massing of the development and existing buildings to which it relates; (iv) locally distinctive design details including traditional frontage patterns and vertical or horizontal emphasis; and (v) the nature and quality of materials.

Legislation

23. The National Park Authority has a statutory duty under the Environment Act 1995 to conserve and enhance the natural beauty, wildlife and cultural heritage of the National Park, and to promote opportunities for the public understanding and enjoyment of the special qualities of the National Park.
24. Advertisements are 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.
25. Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires that special attention shall be paid to the desirability of preserving or enhancing the character or appearance of a conservation area. Section 73 places a general duty upon decision makers that special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.

Assessment

Principle

26. Core Strategy policy DS1 sets out the types of development which are acceptable within the National Park; it states that recreation and tourism development in all settlements and in the countryside outside the Natural Zone is acceptable in principle. In the case of advertisement consent, provided the signage complies with policy DMS5, it will be acceptable.

Visual Impacts

27. 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.
28. 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 and whether the proposal is in keeping with scenic, historic, architectural or cultural features of the area. Considerations regarding public safety relate to the likely impact of advertisements on road traffic and pedestrians.
29. 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.

30. The scheme proposes rationalisation of the existing signage and replacement with a cohesive scheme.
31. The positions proposed for the signs on the building and within the car park will not be a public safety hazard to pedestrians or traffic. They are appropriately related to the building and associated parking facility.
32. The signs are in compliance with DMS5. They are of a scale which is proportionate to the building on which they will be displayed, and any other signage in the vicinity.
33. The design shows the PDNPA corporate branding and colour scheme, which is acceptable within the area.
34. The new signs are proposed to be constructed from more traditional materials is appropriate within the conservation area and close to listed buildings, in line with policies in the Development Plan including GSP1, GSP2, GSP3, L1 and L3 of the Core Strategy and DMC3, and DMC8 of the Local Plan.

The new signage scheme is an improvement from the current signage and will be consequently enhance the building and its setting. The proposal is in accordance with DMS5.

Amenity Impacts

35. The site is located within the Edale Conservation Area, and close to Holy Trinity Church and Church Cottage, both listed Grade II, stand on the opposite side of the road and to the north. The use of the site as a visitor centre with office and related uses is existing and the display of advertisements on the premises is appropriate. The signage scheme 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 site, or its setting within the conservation area, and will not detract from the amenity of the local area.
36. Considerations regarding public safety would be the likely impact of advertisements on road traffic and pedestrians. The road to Grindsbrook is largely single track and therefore vehicular traffic passing the site is not at speed. As the signs are set back from the roadside and proposed lighting is directed directly downwards on to the sign nearest the road, the signs will not be a distraction to road traffic through the village.
37. 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.
38. The proposal is in line with Local Plan policy DMS5 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 Local Plan policies DMC3 and DMC8.

Sustainability

39. The scheme is considered to be compliant with policy CC1. The materials of the new signs are sustainably sourced timber. The proposed LED lighting is low energy and is welcomed.

Conclusion

40. The proposed signage scheme is in compliance with the relevant policies and guidance. Accordingly, the application is recommended for conditional approval.

Human Rights

41. Any human rights issues have been considered and addressed in the preparation of this report.
42. List of Background Papers (not previously published)
43. Nil
44. Report author: Denise Hunt. Planning Assistant