

12. FULL APPLICATION - ADVERTISEMENT CONSENT - 1 X FACE ILLUMINATED (CFF-850) LETTERS ON RAILS 1 X HALO ILLUMINATED (CFH-850) LETTERS ON RAILS 1 X DOUBLE SIDED NON ILLUMINATED PROJECTION SIGN, AT THE CO-OPERATIVE FOOD, MARKET STREET, BAKEWELL (NP/DDD/0323/0231), P.1030)

APPLICANT: THE CO-OP FOOD

Summary

1. The application seeks consent for three new signs on the Co-operative supermarket on Market Street in Bakewell.
2. The application is for one non-illuminated letters on rails sign, one externally illuminated letters on rails sign, and one double sided non-illuminated projecting sign.
3. Following the submission of amended plans, the proposed designs comply with adopted policies and guidance on signage and shop fronts.
4. The application is recommended for approval.

Site and Surroundings

5. The application site is the Co-op retail store building, which is sited on the corner of Market Street and Granby Road within Bakewell Town Centre.
6. The building is constructed from coursed gritstone and has two accesses, one which opens out onto the market square to the north and the second which opens out onto Granby Road, to the south.
7. The building is not within the Bakewell Town Conservation Area, however the car park/market square to the north side of the building is.
8. As existing, the current building has one sign on the main entrance on the corner between Market Street and Granby Road, reading 'The co-operative food', and the same sign on the rear of the shop, which is visible from the carpark. Additionally, there is a wall mounted, non-illuminated sign advertising the Insomnia coffee company on the north side of the building and three wall hanging signs on the sides.

Proposal

9. The proposal as originally submitted was for advertisement consent for 1 x Face Illuminated (CFF-850) Letters on Rails, 1 x Halo Illuminated (CFH-850) Letters on Rails, and 1 x Double Sided non-illuminated Projection Sign.
10. Following negotiations with the applicant, the proposal is now for 1 x non-illuminated (950) Letters on Rails, 1 x Externally Illuminated (850) Letters on Rails, and 1 x Double sided non-illuminated projection sign.

RECOMMENDATION:

That the application be APPROVED subject to the following conditions:

1. **Standard advertisement consent conditions**
2. **Illumination of sign 2 limited to opening hours only**

Key Issues

11. Advertisement consent applications can only be evaluated on grounds of amenity and public safety, as prescribed by The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
12. National and local planning policies are material considerations in the assessment of amenity and public safety, with amenity in this case extending to the impact of the proposals on the application building and the wider locality, which would include the adjacent Town Conservation Area.

Relevant Planning History

13. 2022 - NP/DDD/1122/1362 - Advertisement consent - Built up non-illuminated letter with trough light above, and 3 x Projecting non-illuminated full colour digital printed panel Signage – Granted conditionally
14. 2022 - NP/DDD/0222/0183 - Application for a Certificate of Lawful Use - Proposed use of an existing supermarket as a 'supermarket' with ancillary cafeteria' (Class E of the Town & Country Planning (Use Classes) Order 1987 (as amended)) – LDC Granted.
15. 2021 - NP/DDD/1221/1356 - Proposed alterations to building, installation of new shopfront window and entrance door – Withdrawn
16. 2001 - DDD0801356 Installation of satellite dish – Granted conditionally
17. 2000 - DDD0700267 Installation of ATM cash machine – Refused

Consultations

18. Parish Council – Objection on design and appearance grounds, expressing concern regarding 'over branding' of the building. Following the submission of amended design plans, Bakewell Town Council considered that; *The amended plans do not address the concerns raised in the Town Council's initial response to this application, namely that "taken with previously approved applications, the proliferation of signage is leading to the "over branding" of this building. This in turn is felt to be having an adverse effect on the quality of the street scene at this location."*
19. Highway Authority – No Highway objections
20. District Council – No response to date.

Representations

21. We have received no letters of representation to date.

Main Policies

22. Relevant Core Strategy policies: GSP1, GSP2, GSP3, DS1, and CC1
23. Relevant Development Management policies: DMC3, DMC8, DMS4 & DMS5

National Planning Policy Framework

24. The National Planning Policy Framework (NPPF) was published on 27 March 2012 and replaced a significant proportion of central government planning policy with immediate effect. It was last revised and re-published in July 2021. The Government's intention is that the document should be considered as a material consideration and carry particular weight where a development plan is absent, silent or relevant policies are out of date.
25. In the National Park the development plan comprises the Authority's Core Strategy 2011 and the Development Management Policies document 2019. 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.
26. Paragraph 134 of the NPPF states that permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions, considering any local design standards or style guides in plans or supplementary planning documents.
27. Paragraph 176 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.'
28. The Authority's adopted Design Guide document is a material consideration in the decision-making process.

Peak District National Park Core Strategy

29. DS1 – *Development Strategy* sets out the Development Strategy for the National Park and supports development of small-scale retail and business premises, in Bakewell, in principle, so long as the designs comply with the National Park Core Strategies and Design Management Policies.
30. GSP1 and GSP2 – *Securing National Park Purposes and sustainable development & Enhancing the National Park*. These policies jointly seek to secure national park legal purposes and duties through the conversion and enhancement of the National Park's landscape and its natural and heritage assets.
31. GSP3 – *Development Management Principles* requires that particular attention is paid to the impact on the character and setting of buildings and that the design is in accord with the Authority's Design Guide and development is appropriate to the character and appearance of the National Park.
32. CC1 – *Climate change mitigation and adaption* sets out that development must make the most efficient and sustainable use of land, buildings and natural resources. Development must also achieve the highest possible standards of carbon reductions.

Development Management Policies

33. DMC3 – *Siting, Design, layout and landscaping* states that where developments are acceptable in principle, Policy requires that design is to high standards and where possible enhances the natural beauty, quality and visual amenity of the landscape. The

siting, mass, scale, height, design, building materials should all be appropriate to the context. Accessibility of the development should also be a key consideration.

34. DMC8 – *Conservation Areas* states that applications for development in a Conservation Area, or for development that affects its setting or important views into or out, or across or through the area, should assess and clearly demonstrate how the existing character and appearance of the Conservation Area will be preserved and, where possible, enhanced.
35. DMS4 – *Shop Fronts* addresses Shop Fronts and requires attention to be given to design and appearance of alterations to shop fronts. to ensure the works conserve or enhance the character and appearance of the building and its locality.
36. DMS5 – *Outdoor advertising* states the conditions to which advertisements will be granted consent, most relevant here is that signs are of a high-quality design, materials and construction, and do not cause any adverse harm to the building, locality or public safety.

Supplementary planning documents (SPD) and other material considerations

37. The PDNPA has a Supplementary Planning Document for Shop Fronts setting out best practice and design guidance.

Assessment

Principle

38. Adopted policies advocate that advertisement consent will be granted provided that the signs do not result in a proliferation of signage, nor pose a hazard to public safety, are of high standard design and construction and are of an appropriate scale. This is because subject to meeting these criteria the signs would conserve both amenity and public safety as the Authority can consider under the relevant legislation when determining advertisement consent applications.
39. These matters are considered below in relation to the proposed development.

Design and Appearance

40. The Authority's adopted Supplementary Planning Document (SPD) for shop fronts states that shop fronts have a marked visual impact on the character of settlements, and as such high standards of design are expected. Nonetheless, this is an opportunity for owners to make the most of a building's character, recognising the strong intrinsic attractiveness of traditional towns and villages in the area. As all of the National Park is an area of Special Control for Advertisements, this means that strict controls apply to shops and other signage. The Shop Fronts SPD provides technical guidance on size, design and positioning of appropriate advertisements.
41. The application is for three individual signs on three faces of the Granby Road side entrance of the shop.
42. Sign number one was originally proposed to be a face illuminated letters on rails, reading 'coop'. These would have green acrylic faces with 60mm deep returning sides, all finished green, with internal illumination. All of the text would be fitted to aluminium bar channels.

43. Sign number two was originally proposed to be a 'halo' illuminated letters on rails, reading 'coop'. This sign would be green metal with 45mm deep returning sides, all finished green. These would be illuminated from inside/behind to give halo effect around the lettering. All of the text would be fitted to aluminium bar channels.
44. Sign number three was originally proposed to be a double sided non-illuminated projection sign. Erected in folded 1.3mm perforated aluminium panel fitted back to back and finished in green. This sign would display the word 'coop' in green, and the opening hours in daisy white.
45. According to Development Management Policy DMS5, internal illumination will not be granted consent, meaning that signs one and two were contrary to this policy.
46. Furthermore, Shop Fronts SPD states that lettering must be modest in size and always complement the scale of the building and that timber and metal can be used effectively, but plastic or Perspex should be avoided as well as stipulating that all hanging signs should avoid being bulky and generally should not exceed 650mm x 650mm.
47. The overall dimensions of proposed sign three was 830mm x 740mm contrary to SPD guidance.
48. All originally proposed signs would therefore have been in conflict with PDNPA design guidance on shop fronts.
49. Following negotiations with the agent, amended designs have been submitted to the authority.
50. Sign 1 is now proposed to be non-illuminated letters on rails, and therefore would comply with Development Management Policies DMC3, DMS4 & DMS5.
51. Sign 2 is now proposed to be externally illuminated letters on rails. In line with Policy DMS5, external illumination will not be granted consent unless it is during opening hours in a predominantly commercial area. The Co-op is located in Bakewell Town centre which is considered to be a commercial area. For this reason, the external illumination is considered acceptable, but would need to be conditioned that it may only be illuminated during opening hours.
52. Sign 3 amendments have reduced its proposed dimensions to 600mm x 550mm, in line with the Shop Fronts SPD, and therefore now complies with adopted guidance.
53. Sign 1 would replace the existing sign on the Granby Road entrance. 'The co-operative food' would be removed from the upper stonework and replaced with 'COOP' to be placed on railings between the gap above the doorway. It is considered that this sign for sign replacement would have a minimum impact on the building's appearance and on the surrounding built environment.
54. Sign 2 would replace the existing sign on the Market Square elevation. 'The co-operative food' would be removed and replaced with 'COOP' in the same location. It is considered that this sign for sign replacement would have a minimum impact on the building's appearance and on the surrounding built environment.
55. Sign 3 would be a new, additional sign. It would be located at the southwest end of the building on Granby Road. This sign would be placed 4000mm from ground level to the underside of the sign. This height is clear of effecting passing pedestrians or obstructing their views, and of traffic. As such, given its size and context in an area of retail use, it is not considered to have a negative impact on the building's appearance or on the surrounding built environment.

56. The updating of the signs on Bakewell co-op would not result in a proliferation of additional signage or appear otherwise incongruous, and would continue to be reflective of the site's use as a retail store.

Highway Safety Impacts

57. The signage would be above the head height of passing pedestrians, would not overhang the road, and the highway authority have raised no objections to their provision. They are not of such a size, position, or design to otherwise distract drivers. On this basis it would not adversely impact on highway safety.

Conclusion

58. The proposed works are of appropriate scale and design to comply with Development Management Policies DMS4 and DMS5, as well as the Shop Fronts SPD, and would not result in a significant change to the appearance of the building or its setting over and above the existing signage at the site. It would therefore conserve the amenity of the locality.

59. Further, the signs pose no danger to highway safety.

60. Accordingly, the application is recommended for approval subject to standard advertisement consent conditions and restrictions of illumination to opening hours only.

Human Rights

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

List of Background Papers (not previously published)

62. Nil

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