

9. ADVERTISEMENT CONSENT APPLICATION – FOR AN INTERPRETATION BOARD FREE STANDING LECTERN STYLE AT MARSH FARM, CASTLETON ROAD, HOPE (NP/HPK/1024/1143, LC)

APPLICANT: MS VIRGINIA PRIESTLEY

Summary

1. The application seeks advertisement consent for the erection of an interpretation board to inform members of the public of a Farming in Protected Landscapes (FiPL) project regarding restoration of The Brian Morley Building at Marsh Farm.
2. The proposed development is considered acceptable with regards amenity and public safety and in accordance with relevant policies.
3. The application is recommended for approval, subject to conditions.

Site and Surroundings

4. Marsh Farm is situated on the northern side of the A6187 road to the west of Hope, between Hope and Castleton. There is access off the A6187 through the building group leading to open agricultural land to the north.
5. The Farm is a mixed group of buildings, comprising both traditional limestone buildings and more modern structures.
6. The interpretation board would be sited on agricultural land on the rear boundary of the farmyard.
7. To the west of the site is a public footpath which runs directly adjacent to the proposed siting of the interpretation board.

Proposal

8. The installation of a lectern style interpretation board to inform members of the public of a Farming in Protected Landscapes (FiPL) project regarding restoration of The Brian Morley Building at Marsh Farm.
9. The height from the ground to the base of the advertisement is 1.1m on which would sit the board measuring 0.89m x 0.64m.

RECOMMENDATION:

That the application be APPROVED subject to the following conditions:

- 1 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the local planning authority.**
- 2 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.**
- 3 Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the local planning authority.**

- 4 **No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.**
- 5 **No advertisement shall be sited or displayed so as to obscure or hinder the ready interpretation of, any road traffic sign, railway signal and to navigation by water or air, or so as otherwise to render hazardous the use of any highway railway, waterway or aerodrome (civil or military).**
- 6 **The development hereby approved shall not be carried out otherwise than in accordance with the submitted plans and specifications received by the Local Planning Authority 19th November 2024.**
- 7 **No part of the advertisement hereby permitted shall be sited within 1m of the stile or public footpath.**

Key Issues

10. The impact of the proposed advertisements upon amenity and public safety.

Relevant History

11. NP/HPK/0919/1018- Renovation and alteration of existing yard barn.

Consultations

12. Highway Authority – No material impact on the public highway, therefore no comments.
13. Parish Council – No objections
14. PDNPA Archaeology – Have no comments to make.
15. High Peak Borough Council - No comments received at the time of writing the report

Representations

16. One letter of support has been received commenting that the information board will be a good idea that will enhance people's appreciation of the Natural beauty of the area.

(The writer also suggests that a gate would be preferable than the stile to give better access to view the information board, however that is a matter outside the scope of this application and for the applicants to consider independently.)

Statutory Framework

17. National Park designation is the highest level of landscape designation in the UK. The Environment Act 1995 sets out two statutory purposes for national parks in England and Wales:
 - a) Conserve and enhance the natural beauty, wildlife and cultural heritage
 - b) Promote opportunities for the understanding and enjoyment of the special qualities of national parks by the public
18. When national parks carry out these purposes they also have the duty to seek to foster the economic and social well-being of local communities within the national parks.

19. In considering this application the Authority must exercise its powers in the interests of amenity and public safety, taking into account the provisions of the development plan, as far as they are material and any other relevant factors.
20. In taking account of factors relevant to amenity, the Authority may disregard any advertisement that is being displayed. Unless required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed.

Core Strategy Policies: GSDP1, GSP3, L1

Development Management Policies: DMC3, DMS5

National Planning Policy Framework (NPPF)

21. The National Planning Policy Framework (NPPF) is a relevant factor for the purposes of the regulations. Development plan policies relevant to this application are up-to-date and in accordance with the NPPF and therefore should be given full weight in the determination of this application.
22. Paragraph 189 of the NPPF states: Great weight should be given to conserving and enhancing landscape and scenic beauty in National Parks 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 these areas, and should be given great weight in National Parks.
23. Paragraph 141 of the NPPF states: 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.

Development Plan Policies

Core Strategy

24. GSP1 requires that all development is consistent with the National Parks legal purpose and duty, to conserve and enhance the natural beauty, wildlife and cultural heritage of the National Parks; Policy GSP3 sets out development management principles in line with GSP1.
25. Core Strategy Policy GSP3 states that development must conserve and enhance all valued characteristics of the site and buildings, paying particular attention to siting, materials and the scale of development appropriate to the character and appearance of the National Park. Amenity is also a consideration.
26. L1 requires development to conserve and enhance valued landscape character, as identified in the Landscape Strategy and Action Plan, and other valued characteristics.

Development Management Policies

27. Development Management Policy DMC3 confirms development that is acceptable in principle will be permitted provided its detailed treatment is of a high standard. Particular attention will be paid to siting and scale. Other considerations include

amenity.

28. DMS5.A 'Outdoor Advertising' states adverts will be granted consent provided they are (i) as near as possible to the business or activity concerned, (ii) do not result in a proliferation of signs inappropriate to the building or locality, (iii) do not pose a hazard to public safety or unduly harm amenity, (iv) are of a high standard of design, (v) a scale that does not detract from the valued characteristics of the area, and (vi) conforms to the Authority's SPD on Shop Fronts.

Assessment

Principle of the development

29. The proposed interpretation board is acceptable in principle in accordance with policies DS1, DMS5 and the NPPF provided that the location, scale and design does not harm amenity or public safety.

Amenity

30. The National Planning Practice Guidance on Advertisements confirms that 'amenity' is a matter of interpretation by the Authority as it applies in any particular case, however that in practice it usually covers the effect on visual and aural amenity in the immediate area.
31. The proposed sign is positioned adjacent to the farmyard, close to a public footpath. This is considered to be in the best location to perform its function of informing members of the public, in close proximity to the subject of the interpretation panel but without locating it directly within the farmyard.
32. There are no proposals for the sign to be illuminated or animated. The siting is adjacent to existing boundary treatments and therefore it will not look obtrusive in the landscape. No other signs are located in close proximity.
33. The design of the sign is such that it blends well with the landscape, the frame being a recessive anthracite grey colour - RAL 7016 and the board having a dark green background.
34. The scale is also proportionate to the information requirements without being overbearing or incongruous. Therefore, the proposed advertisement would not harm the amenity of the area in accordance with relevant policies.

Public Safety

35. The Highway Authority have been consulted and raise no objection to the proposal. No objection has been received from the Borough Council.
36. The sign is not anticipated to pose a hazard to public safety. It is sited to the side of the public footpath on agricultural land and is large enough to attract attention without being an obstruction to footpath users.
37. Being sited close to the public footpath and stile within the stone wall, a condition is recommended that the interpretation board should not in any way impede free movement on the public footpath.
38. There would be no further increase in site activity arising from the development and no changes would be required to the existing site access layout as a result of the proposal,

with all pedestrian and vehicular movement remaining unchanged.

39. Therefore, the proposed advertisement would not harm the public safety in accordance with relevant policies.

Conclusion

40. The proposal is in accordance with the relevant policies and guidance, therefore the application is recommended for approval subject to the statutory conditions imposed by the regulations and two additional conditions to secure the approved plans and to ensure that the advertisement does not interfere with use of the footpath.

Human Rights

41. Any human rights issues have been considered and addressed in the preparation of this report.
42. Report Author: Liz Coleman, Assistant Planner North Area.