

12. ADVERTISEMENT CONSENT APPLICATION – FOR INSTALLATION OF EXTERNAL SIGNAGE TO PROMOTE NATIONAL PARK CENTRE AT MILLERS DALE STATION (NP/HPK/1125/1166) LC.

APPLICANT: PEAK DISTRICT NATIONAL PARK AUTHORITY

Summary

1. The application seeks advertisement consent for the installation of 4 signs on a building at Millers Dale Station advertising a proposed National Park Centre and Bike Hire.
2. The proposed advertisements are considered acceptable with regards amenity and public safety.
3. The application is recommended for approval, subject to conditions.

Site and Surroundings

4. The application site falls within the Millers Dale Station complex approximately 400m south-west of Millers Dale, and 1.6km south-east of Wormhill, on the mid-slopes of the Wye Valley. The site is currently part of the wider yard serving the trail.
5. The building on which the advertisements are proposed is located immediately north of the Monsal Trail and is a restored former station building, recently renovated and known as the Goods Shed, now operating as a visitor and interpretation centre.
6. The site is within the Millers Dale Conservation Area. There are adjacent listed buildings – the 'North Viaduct - Millers Dale - Wormhill & Taddington (Listed Building – 82338)' and 'South Viaduct - Millers dale – Wormhill (Listed Building – 82337)

Proposal

7. Installation of 3 fascia signs and 1 hanging sign on the Goods Shed.

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 advertisements hereby permitted shall not be displayed other than in accordance with the following approved plans:

**Site Plan P10804/2025/CHC02
Proposed signage P10804/2025/CH03 Rev 03**

Key Issues

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

History

9. NP/HPK/1125/1163- Change of use from Interpretation space to interpretation space and National Park Centre (incorporating cycle hire)- To be decided.

10. NP/HPK/1125/1164- Extension of the existing car park to the west along the line of the Monsal Trail- To be decided.

11. NP/HPK/0121/0076- Advertisement consent - A1 wooden lectern information sign for visitors to Millers Dale Station- Granted Conditionally.

12. NP/HPK/1118/1009- Advertisement consent - 5no. poster boards to contain reprints of original railway company posters, relevant to era of the building- Granted Conditionally.

Consultations

13. Highway Authority – No objection

14. District Council – No comments received

15. Parish Council - Objection received regarding this and two other applications on the site.

16. Officer Note: The submitted comments do not relate specifically to this application for advertisement consent. The objections relate to the proposed use of the building. The application for advertisement consent must be considered on its own merits.

Representations

17. Three representations have been received during the consultation period.

The issues raised are related to traffic on the trail, the impact of the proposed bike hire on other businesses, parking on local roads and potential potholes.

Officer Note: The issues raised by the representations are not related to the advertisements except through the proposed associated use of the building. No references to public safety or amenity impacts have been raised regarding the advertisements proposed.

Statutory Framework

18. 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:

- Conserve and enhance the natural beauty, wildlife and cultural heritage
- Promote opportunities for the understanding and enjoyment of the special qualities of national parks by the public

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.

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.

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.

Main Policies

Relevant Core Strategy policies: GSP1, GSP3 and L1

Relevant Local Plan policies: DMS5, DMC3 and DMC8

National Planning Policy Framework

19. 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.
20. 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.
21. 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.

Assessment

Principle of Development

22. DMS5.A 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.

Amenity

23. Planning Practice Guidance on Advertisements states 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.
24. The signs are to be located on the elevations of the Goods Shed which acts as an interpretation space within the Miller's Dale Station grounds, and relate to the proposed change of use of this building being considered under application NP/HPK/1125/1163. The signs will therefore be located as near as possible to the business and activity concerned.
25. There are minimal signs within the wider site and in the proposed locations they will not be read collectively. They will therefore not result in a proliferation of signs.
26. In the context of the site the signage is located and proportioned to respond to how the building is viewed on the site. viewpoints of the building by members of the public and focussed on areas that respond to the functionality of the building such as the entrances to it.
27. The materials and colours for the proposed signage are acceptable and in accordance with the existing site, locality and the Authority's guidance on Shop Fronts and Design. The appearance is therefore appropriate to the building, locality and Conservation Area. The signs will therefore conserve the Conservation area and the setting of nearby listed buildings.

The proposal is therefore in accordance with policies GSP3, L1, DMC3, DMC8 and DMS5.

Public Safety

28. The signage is located within the station site and at a distance from the public highway. Derbyshire County Council Highways has no objection to the proposed as they do not anticipate any highways safety impacts as a result of the proposed signage.
29. Pedestrian and vehicle movements will remain unchanged. The advertisements would be mounted on the building and will not pose an obstruction to trail users or distract users of the car park.

The proposal is therefore in accordance with policy DMS5 in regard to public safety.

Conclusion

30. The proposals would conserve amenity and public safety. The application is therefore recommended for approval subject to the standard conditions imposed by the Advertisement Regulations and a condition to secure the amended plans.

Human Rights

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

List of Background Papers (not previously published)

Nil