

DELEGATED DECISION REPORT

Application Reference Number	16NP0065
Description / Site Address	Application for advertisement consent on a temporary basis for 3 no. banners at National Park Centre Once Brewed Bardon Mill Hexham Northumberland NE47 7AN
Expiry date of publicity / consultations	4 August 2016
Last date for decision	25 August 2016

Details of Proposal & Site

The proposal is to provide three temporary directional signs adjacent to site of The Sill Landscape Discovery Centre, which is currently under construction. The signage would advise of the Sill's proposed opening in summer 2017, whilst directing visitors to the area to the current visitor information centre at Walltown, four miles to the west. The banners would be located at the north-west, north-east and east of the site, enabling them to inform those travelling both east and west along the B6318 Military Road, and travelling north from the A69 towards the Military Road.

The signage would be mesh banners with a white background, measuring 1.5 metres high and 4 metres wide. The signage would have a maximum height of 2.4 metres above ground. Consent is sought for the signage for a temporary period until the end of August 2017.

Planning Policy, Legislation & Guidance

Legislation

- *The Town and Country Planning (Control of Advertisements) (England) Regulations 2007*

National Policies

- *National Planning Policy Framework (NPPF) (2012)*

- *Planning Practice Guidance*

Local Policies

- *Northumberland National Park Authority Core Strategy and Development Policies Document (Core Strategy) (2009)*

Policy 16	<i>Advertisements</i>
Policy 18	<i>Cultural Heritage</i>
Policy 19	<i>Tranquillity</i>
Policy 20	<i>Landscape Quality and Character</i>

Supplementary Planning Guidance

- *NNPA Landscape Supplementary Planning Document (Landscape SPD)*

Relevant Planning History

- 16NP0066 – Approval of details - Condition 19 of 15NP0087, in respect of balustrade details, approved July 2016
- 16NP0055 – Approval of details reserved by conditions 11 and 12 (highways details) of 15NP0087, approved July 2016
- 16NP0012 – Approval of details reserved by conditions 8 (green roof) and 14 (gates) of 15NP0087, approved June 2016
- 15NP0090 – Approval of details reserved by conditions 10 and 13 of planning permission 14NP0038 in respect of storage area and construction, withdrawn by applicant
- 15NP0088 – Non Material Amendment following grant of Planning Permission 15NP0061 (Roofscape), withdrawn by applicant
- 15NP0087 – Variation of conditions 2, 9 and 12 of 15NP0061 (variations to plans, construction & storage areas), approved April 2016
- 15NP0085 – Approval of details reserved by conditions 19, 24 and 25 of 15NP0087, approved May 2016
- 15NP0061 – Variation of condition 28 (energy measures) of 14NP0038, approved September 2015
- 15NP0059 – Discharge of condition 20 (land contamination) of 14NP0038, approved September 2015

- 15NP0054 – Discharge of conditions 10 & 13 (construction/demolition management, parking, storage schemes) of 14NP0038, approved September 2015
- 15NP0043 – Discharge of condition 3 (archaeological scheme of investigation) of 14NP0038, approved September 2015
- 15NP0035 – Discharge of condition 5 (bat measures) & part discharge of condition 21 (materials) of 14NP0038, approved August 2015
- 14NP0038 – The demolition of existing National Park Visitor Centre (D1), Offices (B1), Cafe (A3), Retail (A1) and 79 bed Youth Hostel (Sui Generis) and associated car parking, and redevelopment of site as new Landscape Discovery Centre incorporating Exhibition Space (D1), Cafe (A3), Offices (B1) and Retail (A1) and 86 bed Youth Hostel (Sui Generis) together with 87 No. permanent car parking spaces, 93 No. overflow car parking spaces, associated landscaping, substation and crossing point across the B6318 Military Road, pedestrian ramp within the roadside ditch and formation of pedestrian refuges and route within wooded copse, permission granted conditionally, October 2014

Consultation/Representations

Historic England: **No objections.**

If the adverts are attached to heras fencing then Historic England have no direct archaeological issue with them and SMC would not be required. Historic England believe that this site is unsuitable for such signage in the longer term, but as far as the time-limited current application goes Historic England don't wish to object on setting grounds.

NCC Highways: **No objections** to the principle of the signage. The proposed signage is not considered to have a harmful impact on the highway.

There are no road safety issues with the banners that would cause a negative impact on this highway. Visibility is not affected by the banners and is therefore considered acceptable.

Henshaw Parish Council: **No comments received.**

A notice was also placed at the site. No other representations were received in response.



Assessment

The key issues for consideration as part of this application are the effects of the advertisements on amenity (including effects on the surrounding natural and historic landscape) and public safety (including highway safety).

Amenity

An important aspect in considering the advertisements' effect on amenity is the effects on the historic environment, given the proximity to the Roman Vallum Scheduled Ancient Monument, and the location within the Hadrian's Wall World Heritage Site.

The applicant has confirmed that the banners would be placed on temporary heras fencing. As there would be no excavation into the ground, there is no potential for the Scheduled Monument to be harmed. Historic England has confirmed that they have no objections to the proposal in respect of archaeology, on this basis. It is considered that the proposal is in accordance with Core Strategy policies 16 and 18 and the NPPF in respect of archaeology.

Historic England officers have also provided advice regarding the effects of the development on the setting of the Vallum and the World Heritage Site. Signage locations 1 and 3 (at the north-west and north-east corners of the site) are considered to be potentially unsuitable in the long term, due to the impact that they would on the setting of these designated heritage assets. Historic England has confirmed that advertisements in these locations for the period sought would not harm the setting of these assets. It is considered that the proposal is in accordance with Core Strategy policies 16 and 18 and the NPPF in respect the effects on the setting of designated heritage assets.

The locations of the signage are located close to an existing developed site. While they are designed to be easily visible to road users, they would not be otherwise prominent within the surrounding landscape. Weight must also be given to the fact that the signs are proposed for a short term time-limited period. It is considered that the proposals accord with Core Strategy policies 16, 19 and 20 and the NPPF and would not harm the surrounding landscape or the sense of openness of this part of the National Park, or otherwise cause harm to amenity.

It is not considered that the signage would have an unacceptable effect on amenity, on the condition that the approval is only granted for a time-limited period, until August 2017. The signage proposals are in accordance with Core Strategy policies 16, 18, 19 and 20 and the NPPF.

Public/Highway Safety

Advice has been obtained from the Highway Authority, who consider that the signage would not affect the highway, or road safety. It is considered that the signage would not have any unacceptable affect on highway safety. The adverts would not cause any other harm to public safety. The proposal accords with Core Strategy Policy 16 and paragraph 67 of the NPPF in this respect.

Other

It is noted that Policy 16 states that advertisements will not be permitted for businesses eligible for 'white on brown' tourism signage. Only very limited weight can be given to this, as this element of Policy 16 is not considered to accord with the NPPF. The application has not demonstrated whether the business is eligible for white on brown signage. However, given the very limited weight that can be given to this aspect of Policy 16, it is not considered that this would outweigh the other considerations discussed above.

Summary

On the basis that the advertisements are proposed on a time-limited period until August 2017, it is considered that they would not cause unacceptable harm to amenity or public safety. The proposals accord with Core Strategy policies 16, 18, 19 and 20 and the NPPF.

Recommendation & Conditions

That advertisement consent is granted, subject to the standard conditions, and the following conditions:

1. Advertisement Consent is granted for a time-limited period, until 31st August 2017. The advertisements hereby approved shall be removed no later than 31st August 2017.

Reason: A time-limited consent has been sought by the applicant, and, in order to ensure that the signage does not have a long-term detrimental impact on amenity, including the setting of the Hadrian's Wall World Heritage Site and the Vallum Scheduled Ancient Monument.

2. The advertisements hereby permitted shall be carried out in accordance with the following approved plans and documents:
- Application Form received on 30/06/2016
 - Annotated Site Plan (1562-500) received on 30/06/2016
 - Elevations (3no. Temp Signs Until August 2017) received on 30/06/2016
 - Email from Colin Wilson received on 07/07/2016 10:21

Reason: For the avoidance of doubt, to enable the Local Planning Authority to adequately manage the advertisements and to ensure the proposal accords with Policies 16, 18, 19 and 20 of the Northumberland National Park Authority Core Strategy & Development Policies Document (Core Strategy) and the National Planning Policy Framework (NPPF).

Background Papers

- Application File 16NP0065

	Signature	Date
Planning Officer		
Head of Development Management		