

## DELEGATED DECISION REPORT

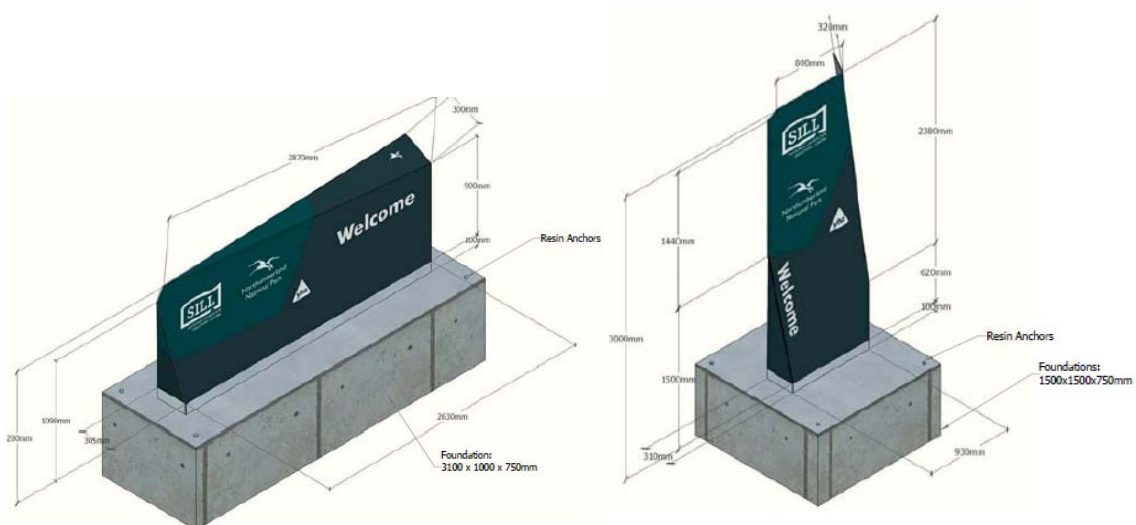
<b>Application Reference Number</b>	17NP0016
<b>Description / Site Address</b>	Advertisement Consent - Non illuminated external signage associated with The Sill Visitor Centre, Once Brewed, Hexham, Northumberland, NE47 7AN
<b>Expiry date of publicity / consultations</b>	24 March 2017
<b>Last date for decision</b>	17 April 2017

### Details of Proposal & Site

This application seeks advertisement consent for external signage associated with The Sill Landscape Discovery Centre and YHA development at Once Brewed. The application seeks express consent for the following signage:

**1no. 'wall hugger' welcome sign, located at the northern side of the main access into the site** (labelled as A1). The sign will be fixed to the boundary wall, but will also be kept in place by foundations. The sign would have a maximum width of 3000mm, max. height of 800mm and a max. depth of 400mm.

**1no. 'entrance monolith' sign (B1) located at the southern side of the main access into the site** (labelled as A1).



*Welcome signage – wall hugger, north of entrance (left), entrance monolith, south of entrance (right)*

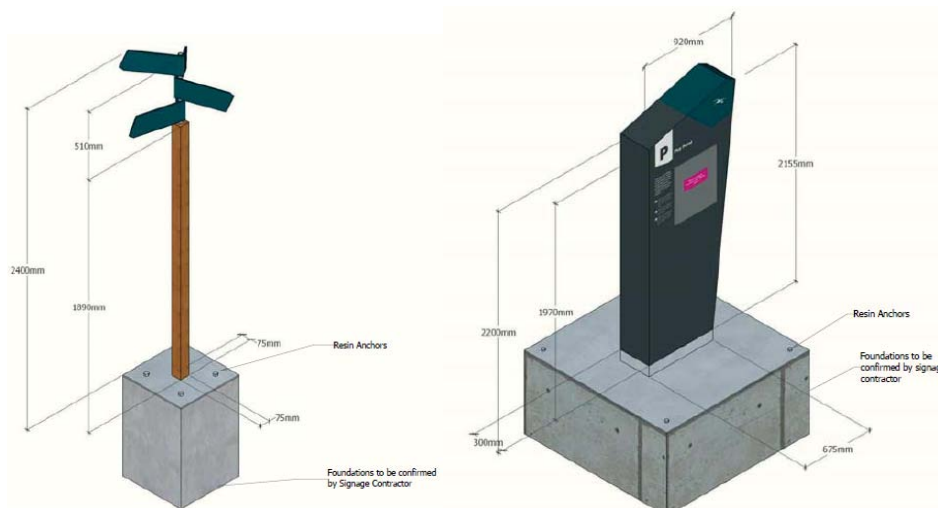
**5no. 'large monolith totem' signs** (labelled as C1, C2, C3, C4, C5) for the purpose of vehicle direction in different areas within the site, including one close to the entrance to the overflow car park. These signs are of a similar design to the entrance monolith, but with a reduced size of maximum width 900mm, maximum height 2400mm, maximum depth 300mm.

**4no. 'medium monolith totem' signs** (D4, D5, D6, D7), which are all located close to the main building, with the exception of one at the start of the footpath near the overflow car park. These signs are for pedestrian or vehicle directional purposes and are a reduced scale version of the large monolith totem signs, with a maximum width of 600mm, maximum height 2100mm, maximum depth 200mm.

**7no. 'fingerpost' signs** (E1, E6, E7, E8, E9, E10, and E11). These signs are to be made up of square galvanised steel posts with dark blue powder coated steel signage. They would be sited at locations on footpaths across the site, for the purpose of way finding for visitors (max. width 600mm, max. height. 2400mm, max. depth 100mm).

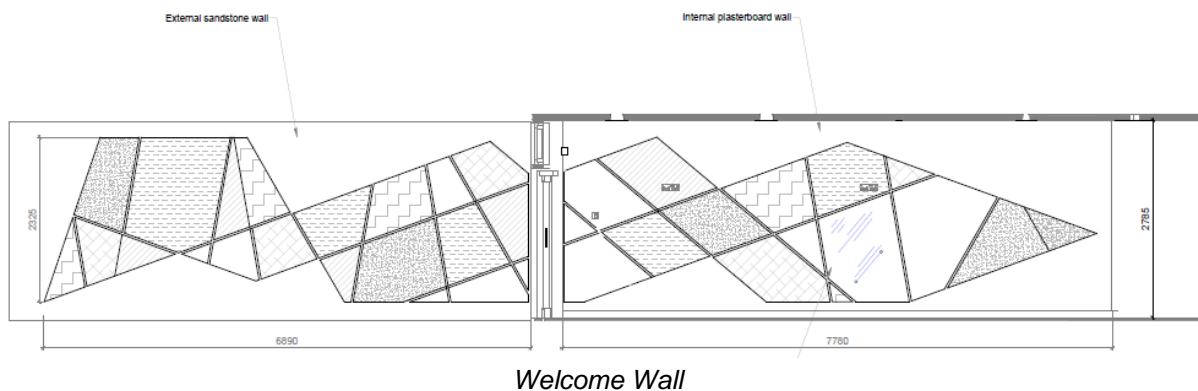
**1 no. 'bike store wall panel' sign** (F1), which would be a larch timber panel with graphics (900mm x 700mm x 25mm), located on the bike store wall, to provide visitor information, a site map and cycle information.

**1 no. 'pay point' sign** (J1). This would be located on the hardstanding area to the south of the main building and is for the purpose of providing visitor information on car parking payment. The signage would be constructed with a timber post with powder coated aluminium top panel.



*Fingerpost signage (left), pay point signage (right)*

**1 no. 'welcome wall' sign**, provided as a feature of interest at the entrance to the building. This would be 2325mm in height and 6890mm in width, and would consist of a number of materials (including plywood, aluminium, steel, glass and stone) and would be placed on the external sandstone wall, located adjacent to the front entrance. This 'welcome wall' would also continue within the building, applied to the internal plasterboard wall (the internal aspect of this does not require advertisement consent).



With the exception of the welcome wall, which is designed as a unique feature of interest, the signage would be consistent across the site in terms of its colour profile, using predominantly dark grey and also using a dark blue/teal colour, with white writing applied to the signage. None of the signage would be illuminated.

Consent for the signage is sought for a period of 10 years, from 30<sup>th</sup> June 2017 to 30<sup>th</sup> June 2027.

Some of the application documents make reference to other signage, in addition to the signage that is listed above. Signage in these documents that is not described above, and is not listed on the key in *Masterplan External Signage Plan 1562-700-C* is considered to benefit from deemed consent under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, meaning that the submission and approval of an application for express consent for these signs from the local planning authority is not required.

## **Relevant Planning Policy & Legislation**

### Key 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 1	Delivering Sustainable Development
Policy 3	General Development Principles
Policy 14	A Sustainable Local Economy
Policy 15	Sustainable Tourism and Recreation Development
Policy 16	Advertisements
Policy 17	Biodiversity and Geodiversity
Policy 18	Cultural Heritage
Policy 19	Tranquillity
Policy 20	Landscape Quality and Character

### Supplementary Planning Guidance

- *NNPA Building Design Guide Supplementary Planning Document (Design Guide SPD)*
- *NNPA Landscape Supplementary Planning Document (Landscape SPD)*

## **Relevant Planning History**

- 17NP0013 – Approval of details reserved by condition 29 (grease trap specification) of Planning Permission 15NP0087, live application

- 17NP0010 – Approval of Details reserved by conditions 23 and 30 (water storage cistern) of Planning Permission 15NP0087, approved March 2017
- 17NP0005 – Approval of details reserved by condition 20 (car parking payment systems and associated infrastructure) of 15NP0087, approved March 2017
- 16NP0066 – Approval of details - Condition 19 of 15NP0087, in respect of balustrade details, approved July 2016
- 16NP0065 - Application for advertisement consent on a temporary basis for 3 no. banners at National Park Centre Once Brewed Bardon Mill Hexham Northumberland NE47 7AN, approved August 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:** Historic England officers have stated they have *“no issue with the determination of the application”*.

Three responses were provided, due to the provision of revised information, and additional clarification on the proposals. The responses are summarised below:

The **first response** (dated 24<sup>th</sup> February) advised against determination of the application and sought additional clarification regarding what was proposed, to allow Historic England to comment on its potential impact on the Scheduled Monument of the Hadrian's Wall Vallum from a better informed position. The response cited paragraph 128 of the NPPF, which makes clear the need for sufficient detail to allow an informed understanding of the impact of any application. Revised information was subsequently submitted.

The **second response** (dated 2<sup>nd</sup> March) again advised against determination of the application. The response welcomed additional clarity provided, but raised an issue with the clarity of proposals to the north of the Military Road, specifically a reference to works north of the wall that was contained on the external signage plan and the presence of an unspecified black dot on the plans to the north of the Military Road.

Planning officers highlighted to Historic England officers that the proposals did not involve any works to the north of the Military Road, and that these were outside of the red-edged site boundary provided on location plan 1562-700-C. Following this, Historic England provided a **third response** (dated 7<sup>th</sup> March 2017) advising that if the current application related only to those works within the redline boundary on the revised plans, then Historic England have no issue with the determination of the application.

**NNPA Historic Environment Officer:** Two responses were provided, again due to the provision of revised information, and clarification on the proposals. The responses are summarised below:

The **first response** (dated 2<sup>nd</sup> March 2017) advised that installation of the proposed signage outside of Scheduled Monuments should not impact upon archaeological remains given the comprehensive pre-determination archaeological works proved negative.

The response also stated that there remains a need for clarity regarding the implications of signage within the Scheduled Monument in line with Historic England's advice.

The response also noted that it would be helpful if photomontages of the signage in situ might be produced, to aid assessment of the signage in the context of the World Heritage site.

The **second response** confirms that the Historic Environment Officer raises no objection to this application.

The response confirms that the revised information accompanying this application, which provides much greater clarity on the proposal. There are clearly no below ground implications given the consented works related to the construction of the building, car park and associated landscaping. The revised information provides clear evidence that there will be no cumulative negative effects upon the setting of adjacent archaeological assets which would cause harm, particularly given the consented works relating to application 14NP0038.

**NCC Highways:** No issues arise from the proposal.

**NNPA Landscape & Forestry Officer:** No comments provided.

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

**A notice was placed at the site**, inviting comments by 24<sup>th</sup> March. No comments were received.



## **Assessment**

National legislation dictates that applications for advertisement consent should be determined in the interests of amenity and public safety, taking account of cumulative impacts.

The key considerations to be taken into account in the assessment of this application are, therefore, the effects of the advertisements on amenity (including effects on the special qualities of the National Park, and the surrounding natural and historic landscape) and public safety (including highway safety).

It is important that these signage proposals are assessed in the context of signage that is associated with, and required for the functions of a major visitor facility, approved under planning permission 14NP0038, which is currently under construction. Weight can be given to the need for signage associated with supporting tourism and employment uses, in accordance with Core Strategy policies 14, and 15.

## **Amenity**

The majority of the advertisements are set well into the site and would not be prominent features. Most of the proposed adverts are either located close to the building, which obstructs the visibility of this signage to the north, or in other areas that are screened by landscaping. Other signage that is located further down the slope is not anticipated to be easily visible or prominent in the surroundings, due its scale, design, location and due to the sloping land levels. The most prominently located of the signs further down the slope is the sign proposed within the overflow car park. This is located near to the entrance in order to achieve its purpose of announcement of the overflow car park and direction within the site. This is set well back from the entrance itself, and is considered to be of an appropriate scale, height and design.

Even the largest and most prominently located signs (A1 & B1), located close to the main entrance would be successful in achieving their function of announcement of the site, without being too prominent, or out of keeping with the surroundings. Sign A1 has been designed to be long, with a lower height, sited adjacent to the low boundary wall behind it, and the taller sign, B1, has been suitably located against a backdrop of trees.



The colour scheme, using a neutral and simple palette of colours, and a consistent design approach, contributes to the signage assimilating well into the context of the development as a whole, and the surroundings. The majority of signage would also be largely screened from view in views towards the site, by the building, landscaping, and due to the topography of the land.

It is not anticipated that the signage would have any materially adverse impact upon the surrounding landscape character, including the most sensitive public viewpoints from popular footpaths to the north of the application site. The proposals accord with Core Strategy Policy 20 and the NPPF.

The locations of the site within the Hadrian's Wall Site, and the presence of the Scheduled Ancient Monument (SAM) running along the north of the site, are important to acknowledge in the consideration of effects on the cultural heritage of the National Park, one of its special qualities.

No signage proposed by this application is included within the area of the SAM, and it is not considered likely that archaeology would be affected by the signage elsewhere on the site, given the outcome of previous archaeological investigations conducted, and development work that has been carried out, across the site. The response of the Historic Environment Officer has also confirmed that there would be no below ground archaeological implications arising from the proposals.

Historic England officers have stated that the application can be determined, without raising any specific concerns. While it is noted that the initial response queried the presence of a black dot and reference to works to the north of the military road, these are outside of the site boundary and are not relevant to the consideration of this proposal.

While it is noted that the NNPA Historic Environment Officer's initial response has suggested that photomontages be provided to aid assessment of the effects of the signage on the World Heritage Site, it is not considered that it would be reasonable or necessary to require this information to be provided, as the impacts of the signage can be appropriately considered with sufficient detail and scrutiny, based on the information that has been submitted with the application.

It is not considered that the character of the surrounding historic landscape would be materially harmed by these proposals. It is also not considered that the area's historic significance, or its reasons for designation as a World Heritage Site, which is

the ability to understand Roman military planning and land use, would be compromised by these signage proposals.

None of the signage would be illuminated, and as the signs are provided in association with an approved major development proposal, it is not considered that there would be any increased impacts on the tranquillity of the National Park. The proposals accord with Core Strategy Policy 19 and NPPF paragraph 125.

While some of the signage will require the installation of base plates to keep the signage in place, and some of these will be on grass areas, these are very small areas, and it is not considered that this would be likely to result in any harm from an ecological perspective. The proposals accord with Core Strategy Policy 17 and the NPPF.

It is therefore not considered that the signage would have any unacceptable adverse impact on amenity, either individually, or cumulatively. The advertisements, in terms of their size, scale, proportions, design, position, number and materials do not detract from the character and appearance of the building or site, wider streetscape or the wider landscape of the National Park, and therefore accord with Core Strategy Policy 16.

The signage proposals adequately safeguard amenity and the special qualities of the National Park, and are in accordance with Core Strategy policies 1, 3, 16, 17, 18, 19 and 20 and the NPPF.

### *Public/Highway Safety*

The public safety implications have been considered when assessing this application. The highway authority has been consulted on the proposals and officers raised no objection to the proposals, advising that no issues arise from the proposals.

All of the signage is with the site, and not on the highway itself. The proposed signage will direct pedestrians and traffic within the site and will not have an adverse impact on the surrounding highway network. The scheme is acceptable in terms of public/highway safety, in accordance with the NPPF and Core Strategy Policy 3.

### *Duration of Consent*

Consent for the signage is sought for a period of 10 years, from 30<sup>th</sup> June 2017 to 30<sup>th</sup> June 2027.

Planning Practice Guidance<sup>1</sup> advises that consent usually lasts for 5 years, but that a local planning authority has discretion and can grant consent for a longer or shorter period. Having regard to the relationship of the signage with a major visitor facility, and the fact that the signage is considered to be acceptable in terms of amenity and public safety, it is considered that a 10 year period is suitable in these circumstances.

### **Summary**

It is considered that the advertisements proposed by this application are acceptable in the context of the site, surroundings, and the approved development on the site. The advertisements are acceptable in terms of the safety of road users and in terms of amenity. The proposal accords with policies 1, 3, 14, 15, 16, 17, 18, 19 and 20 of the Northumberland National Park Authority Core Strategy & Development Policies Document (Core Strategy), and the National Planning Policy Framework (NPPF).

### **Recommendation**

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

#### **Standard Conditions:**

**A** Any advertisements 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.

**B** Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

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<sup>1</sup> Paragraph: 036 Reference ID: 18b-036-20140306

**C** 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.

**D** 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.

**E** No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation or, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, water way or aerodrome (civil or military).

Reason: As required to be imposed by Regulation 14 of the Town and Country Planning (Control of Advertisements) Regulations 2007.

**Other Conditions:**

1. The advertisements hereby permitted shall be carried out in accordance with the following approved plans and documents:

- Application Form received on 20/02/17
- Masterplan; External\_Signage\_Plan; 1562-700-C received on 28/02/17
- Masterplan\_Upper\_West\_Zone; External\_Signage\_Plan; 1562-701-B received on 28/02/17
- Masterplan\_Upper\_West\_Zone; External\_Signage\_Plan; 1562-702-A received on 17/02/17
- Masterplan\_Lower\_East\_Zone; External\_Signage\_Plan; 1562-703-A received on 17/02/17
- Masterplan\_Lower\_West\_Zone; External\_Signage\_Plan; 1562-704-A received on 17/02/17
- Welcome Lobby; W2 – Welcome Wall; 1562-401-A received on 14/02/17
- The Sill External Signage For Advertisement & Planning Consent 27.02.2017 received on 28/02/17
- External Signage Schedule received on 17/02/17
- Design Statement\_External Signage received on 14/02/17

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 1, 3, 14, 15, 16, 17, 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 17NP0016

	Signature	Date
<b>Planning Officer</b>		
<b>Head of Development Management</b>		