



DELEGATED DECISION REPORT

Application Reference Number	20NP0008
Description / Site Address	Advertisement Consent - Installation of hanging sign and swan neck lighting on existing bracket at Star Inn, Harbottle, Morpeth, Northumberland, NE65 7DG
Expiry date of publicity / consultations	24 February 2020
Last date for decision	30 March 2020

Details of Proposal

The application seeks advertisement consent for 1 no. hanging sign with swan neck lighting on an existing bracket at the Star Inn, Harbottle. The building fronts onto the C172, a C-class road, running through the village of Harbottle.

The sign would be located on the south facing, principal elevation of the building at first floor level. The sign, made from wood, would measure 75cm wide and 80cm deep and be hung such that it would measure 3.86m from the ground at its base. The sign would replace the existing pub sign which is of a similar size. The sign reads “The Star Inn ☀ Pub ● Information ● Shop” and is finished in a Cobalt Blue background with white and grey text. The sign would be externally illuminated by two swan neck downward facing cowl light fittings. The units would be attached to the existing bracket, coloured black with 10w Warm white 3000-4000 kelvin LED blubs rated at 810 lumens each.

Two, late 20th century VAUX Breweries Ltd signs are currently displayed on the building, one to the principal elevation and one to the side.



Fig 1 proposed location of sign on existing bracket.



Fig 2 proposed signage detail



Fig 3 proposed light fittings (bracket illustrative)

Planning Policy & Guidance

Key Legislation

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

National Policies

National Planning Policy Framework (NPPF) (2019)

National Planning Practice Guidance

Local Policies

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

Policy 3	General Development Principles
Policy 16	<i>Advertisements</i>
Policy 18	<i>Cultural Heritage</i>
Policy 19	<i>Tranquillity</i>
Policy 20	<i>Landscape Quality and Character</i>



- Policy ST2 General Development Principles
- Policy DM11 Landscape, Tranquillity and Dark Night Skies
- Policy DM14 Historic Landscape Assets and Built heritage

The NNPLP has been submitted to the Secretary of State for examination. We are awaiting comments from the Inspector as a result of the Hearing at the end of January 2020. As some policies within the NNPLP are currently untested, it is considered they can currently be afforded little weight. However, it is anticipated that Local Plan Polies DM11 and DM14 will not be altered and are relevant to the current application, as such can be given more weight. It is however the view of the LPA that consideration of the policies within the NNPLP would not materially alter the assessment of the proposals as undertaken below.

Paragraph 213 of the NPPF advises that weight should be given to relevant policies in existing plans according to the degree of consistency with the NPPF i.e. the closer a policy in a local plan accords with the NPPF, the greater the weight that may be given to them. The adopted development plan is the Northumberland National Park Core Strategy (2009) and the policies within the Core Strategy are considered to be in accordance with the NPPF and can therefore be given due weight.

Supplementary Planning Guidance

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

Consultation/Representations

Highways Department – proposal acceptable subject to condition

Visitor Development Officer – verbal discussion regarding lighting, no objections

The application has been advertised by a site notice displayed on the 10th February 2020 and notification letters sent to 8 neighbouring properties. 1 letter of support for the application was received stating that they do not have issue with the proposal, that the applicant has worked hard to tidy the pub and are considerate to neighbours.

Assessment

The NPPF paragraph 132 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 as part of this assessment are therefore the effects of the advertisement upon amenity, including its effects upon the wider area and landscape of the Park and public/ highway safety.

Amenity

Policy 16 of the Core Strategy states that *'the National Park Authority will support application for advertisements where their size, propositions, 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'*.

The proposal would see the hanging of a typical pub sign to the building using an existing bracket that was recently used to hang a previous pub sign and so would not add further clutter to the existing building. Given the curvature of the road, and the close proximity of surrounding buildings, the proposed advertisement would only be visible from within the village and not from the wider landscape. Due to the nature of the sign, it is considered to add character to the building and surrounding area, rather than detract from it. The sign's simple design and darkly coloured materials are considered unobtrusive which allow the proposal to sit comfortably within its setting. The proposed advertisement is therefore considered to accord with the requirements of Policy 16 of the Core Strategy.

Policy ST2 of the emerging NNPLP similarly supports proposals which are of a compatible siting, orientation, layout, scale, height and massing that reflect or compliment the local vernacular and wider landscape. It is considered that the proposal is in accordance with Policy ST2, however little weight can be given to this policy at this time.

Whilst not a building of historic significance, The Star Inn is located within the Harbottle Historic Village Atlas, an area of historic sensitivity. It is however considered that by virtue of the signage being typical of signage found on a building of this type, it would not be harmful to the historic sensitivity of the area. As mentioned above, the building currently displays two redundant VAUX Breweries Ltd signs. Whilst not of practical use, given VAUX Breweries Ltd no longer exists, they are considered relevant to the buildings history and add character. It is not considered necessary to require their removal as part of this application. Furthermore, given the sign would sit in place of a previous hung pub sign, there would be no negative cumulative effect.

Taking into account the above information, the scheme is considered to be acceptable in terms of its effects upon the historic environment, in accordance with the NPPF, Core Strategy Policy 3 and policy DM14 of the emerging NNPLP.

The sign would be located within the Northumberland Dark Sky Park. The proposal would be externally illuminated and so consideration for the suitability of the proposed lighting should be undertaken.



The Park's Visitor Development Officer was consulted on the application and in a verbal discussion the Officer confirmed they had no objections to the proposal, the lighting scheme proposed being Dark Skies compliant and consistent with the NNPA 'Good Practice Guide for Outside Lighting'.

As described above, the units would be cowled, downward facing units with warm white LED blubs rated at 810 lumens each. The submission confirms that the unit would have a luminance level of no more than 600 cd/m².

As the lighting is consistent with NNPA guidance, it is considered that the proposal is in accordance with Policy 19 of the Core Strategy and DM11 of the Emerging NNPLP.

Public / Highway Safety

The safety of persons using the highway and the implications the proposal will have upon its safe use is an important factor to assess as part of an application for advertisement consent.

NCC Highways have been consulted on the proposal who have confirmed that the sign being set beyond the adopted highway to the back of the existing footway, suspended 3.86m above ground level is sufficient to not obstruct pedestrian and cyclist manoeuvrability. As such, they have confirmed that the sign's position is acceptable.

NCC Highways have also confirmed that the proposed lighting of the signage is considered acceptable subject to the proposed lighting levels being conditioned as part of any approval.

NCC Highways have also recommended a condition ensuring no moving components be affixed to the signage and that the signage shall remain static at all times to ensure the safety of the highway.

Taking into account the above information, the scheme is considered to be acceptable in terms of public/highway safety, in accordance with the NPPF and Core Strategy Policy 3.

Part j of Policy ST2 of the emerging NNPLP similarly supports proposals which ensure a safe environment without compromising highway safety. It is considered that the proposal is in accordance with Policy ST2, however little weight can be given to this policy at this time.



Recommendation & Conditions

That advertisement consent is granted, subject to the standard conditions and the additional conditions and reasons listed below:

Standard Condition

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.

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 of any road traffic sign, railway sign or aid 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)

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

1. The development hereby permitted shall be retained in accordance with the following approved plans and documents:

- Application form received 24th Jan 2020
- Location plan, received 24th Jan 2020
- Lighting specification received 3rd Feb 2020
- Photographs received 24th Jan 2020
- Existing Site block plan received 24th Jan 2020
- Existing and proposed elevations received 24th Jan 2020
- Sign Details plan received 24th Jan 2020

Reason: For the avoidance of doubt, to enable the Local Planning Authority to adequately control the development and to conform with policies 1, 3, 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).

2. No part of the advertisement to which this consent relates shall contain any prismatic, scrolling or other moving components, images or special effects. The advertisement shall remain static at all times.

Reason: In the interests of highway safety, amenity and in order to ensure that there is no harmful impact upon the tranquillity and intrinsically dark character of Northumberland National Park and the Northumberland International Dark Sky Park through excessive light pollution, in accordance with Policies 3 and 19 of the Core Strategy and paragraph 180 of the NPPF.

3. The intensity of the illumination of the advertisement to which this consent relates shall be no greater than 600cd/m².

Reason: In the interests of highway safety, amenity and in order to ensure that there is no harmful impact upon the tranquillity and intrinsically dark character of Northumberland National Park and the Northumberland International Dark Sky Park through excessive light pollution, in accordance with Policies 3 and 19 of the Core Strategy and paragraph 125 of the NPPF.

Background Papers

Application file 20NP0008

	Signature	Date
Planning Officer	J Smith	12/3/20
Head of Development Management	S Buylla	12/03/20