

APPLICATION NO	PA/2017/1937
APPLICANT	Corcoran, The Money Box
DEVELOPMENT	Advertisement consent to retain two non-illuminated fascia signs
LOCATION	1-2 Market Place, Barton upon Humber, DN18 5DA
PARISH	Barton upon Humber
WARD	Barton
CASE OFFICER	Scott Jackson
SUMMARY RECOMMENDATION	Refuse consent
REASONS FOR REFERENCE TO COMMITTEE	Significant public interest

POLICIES

National Planning Policy Framework: Paragraph 56 states that good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people.

Paragraph 132 states that when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset’s conservation. The more important the asset, the greater the weight should be. Significance can be harmed or lost through alteration or destruction of the heritage asset or development within its setting.

Paragraph 135 states that the effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that affect directly or indirectly non designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset.

North Lincolnshire Local Plan: Policies HE2, HE4, HE5 and DS1 apply.

North Lincolnshire Core Strategy: Policies CS1, CS2, CS5 and CS6 apply.

Barton Conservation Area Appraisal and Supplementary Planning Guidance.

CONSULTATIONS

Highways: No objection.

Conservation Officer: Objects on the grounds that it constitutes excessive signage that detracts from the character of townscape merit building in the Barton Conservation Area, the adjacent listed buildings in the Market Place and Barton Conservation Area.

TOWN COUNCIL

General comment made that the signage is not appropriate or in keeping with the surrounding area.

PUBLICITY

The proposal was advertised by way of site and press notice. 10 letters of objection have been received raising the following issues:

- the signage is an eyesore and doesn't improve the area
- it has the appearance of a temporary sign and detracts from the character and appearance of the building
- it is not in keeping with existing shopfronts in Barton
- the colour and size of the sign is overwhelming
- gateway site which detracts from the character and appearance of the Market Place
- no justification for its retention
- excessive and intrusive signage
- the size of the sign should be reconsidered
- unauthorised signage
- the scale, design and materials detract from the appearance of this prominent building in the conservation area.

In addition, one letter of support has been received stating that the signage is not obnoxious or out of keeping and supports the growth of the business.

ASSESSMENT

The application site is the former Nat West bank located on the corner of Market Place and George Street in the centre of Barton, within the conservation area. The site is a prominent three-storey building constructed from stone at ground floor with red brick and stone quoin detailing to the upper floors and a slate tile roof. The building adjoins a grade II listed building to the rear (former Queen Inn) and is located adjacent to two additional grade II listed buildings, namely the George Inn to the west and 3-4 Market Place to the east. Advertisement consent is being sought to retain two fascia signs to the front of this building; one fascia sign faces towards the Market Place while the second is positioned on the George Street frontage.

The main issue in the determination of this planning application is the impact of the advertisements upon the character, appearance and setting of the Barton conservation area and the listed buildings.

Heritage assets

The proposal is to retain two fascia signs on the Market Place and George Street frontage of this former Nat West bank building, in the conservation area. These signs consist of two fascia signs which are positioned above the ground floor windows and they span the entirety of the frontages facing both Market Place and George Street. The adverts are constructed from alupanel which is of composite aluminium construction and features predominantly white lettering on a blue background which spans the entirety of the fascia sign; this results in two visually prominent signs in the conservation area. These signs are visually prominent on the former bank building (owing to its position on the corner of George Street and Market Place) and the scale of the lettering (in particular the company name) is disproportionate to the height and width of the fascia board on which they are positioned; this results in the signage being at odds with the architectural detailing and appearance of the building and therefore is considered to harm the character, appearance and setting of heritage assets.

This building is identified in the Barton conservation area appraisal and supplementary planning guidance as a Building of Townscape Merit; these are unlisted buildings which are considered to positively contribute towards the character and appearance of the conservation area. The signage and writing on the fascia board wraps around the entire frontage of the building and therefore gives the appearance of a continuous advert which is cluttered and visually dominant to the detriment of the character and appearance of the building and the Barton conservation area. It is worth noting that the sign which previously adorned this building was much simpler in its proportions and scale and wasn't considered to jar with the architectural quality of the building and wasn't out of keeping with the character and appearance of the conservation area. The retention of the advertisements is not considered to comply with policies HE2 and HE4 of the North Lincolnshire Local Plan.

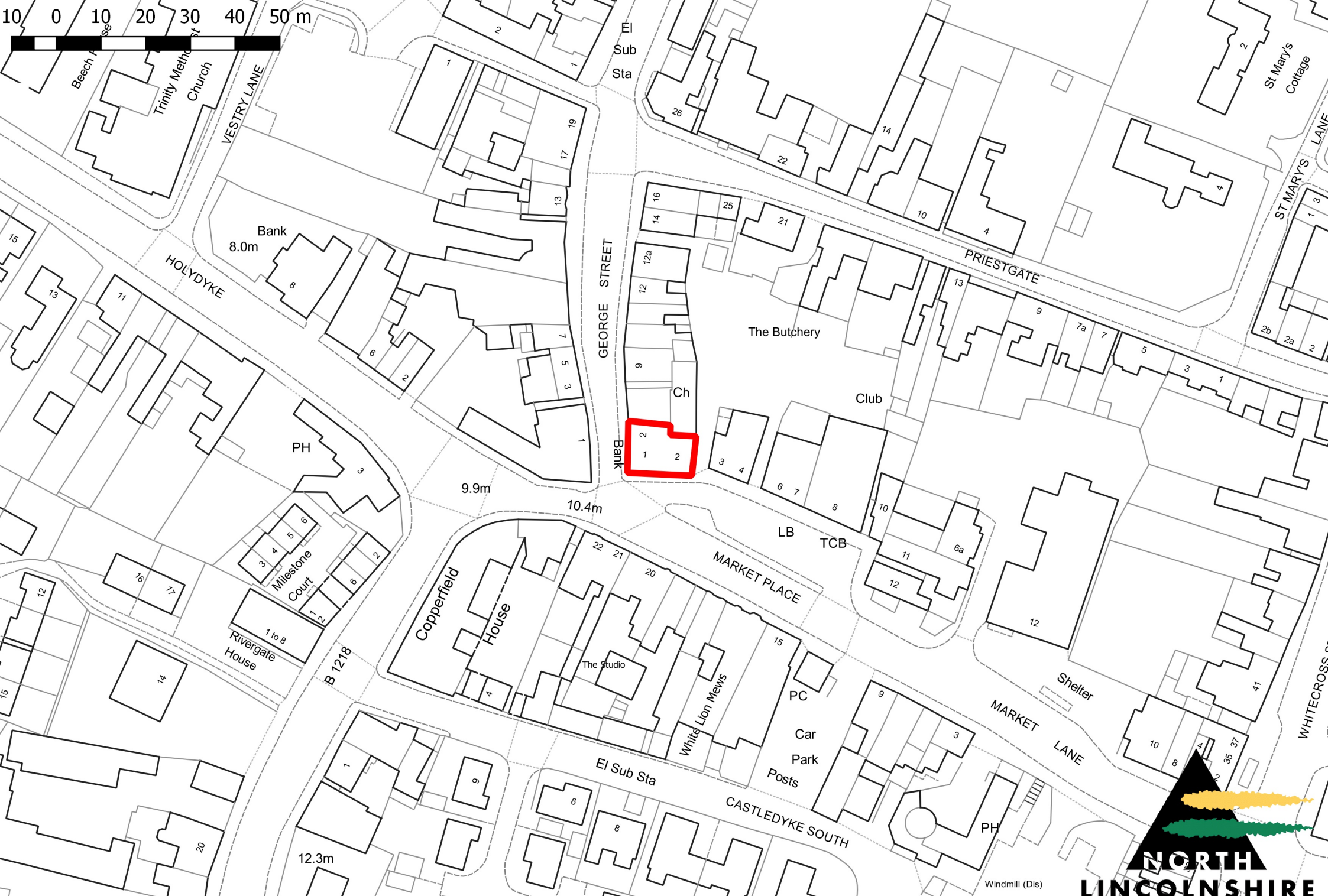
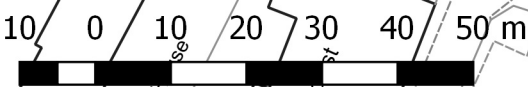
RECOMMENDATION Refuse consent for the following reasons:

1.

The advertisements by virtue of their position across the entire frontage of the building, scale and size of lettering are considered to result in a visually prominent and discordant feature. The advertisements, due to their scale and extent and size of lettering gives the appearance of a continuous fascia sign which dominates views into the Barton conservation area and results in unnecessary clutter to the principal elevations of this former bank to the detriments of the appearance and architectural features of this Building of Townscape Merit and which detracts from the character, appearance and setting of heritage assets in this part of Barton. Accordingly the retention of the advertisements is considered to be contrary to policies HE2 and HE4 of the North Lincolnshire Local Plan.

Informative

In determining this application, the council, as local planning authority, has taken account of the guidance in paragraphs 186 and 187 of the National Planning Policy Framework in order to seek to secure sustainable development that improves the economic, social and environmental conditions of the area.



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PA/2017/1937
PHOTOGRAPH 1



PA/20171937
PHOTOGRAPH 2

