

APPLICATION NO	PA/2014/1248
APPLICANT	J D Wetherspoon
DEVELOPMENT	Advertisement consent to retain six signs with LED lights and lantern
LOCATION	White Horse Hotel, Wrawby Street, Brigg
PARISH	BRIGG
WARD	Brigg and Wolds
CASE OFFICER	Nicholas Lawrence
SUMMARY RECOMMENDATION	Refuse consent
REASONS FOR REFERENCE TO COMMITTEE	Member 'call in' (Councillor C Sherwood – significant public interest)

POLICIES

National Planning Policy Framework: Core planning principles (paragraph 17); Section 12 Conserving and enhancing the historic environment, paragraph 67.

National Planning Practice Guidance: Conserving and enhancing the historic environment.

North Lincolnshire Local Plan: Policy DS1 (General Requirements) – environmental and other criteria that all development is expected to meet.

Policy DS18 (Advertisement Control) requires advertisements to be well related to the design of the building and the character of the surrounding area.

Policy HE2 (Development in Conservation Areas) sets the primary consideration as the need to preserve or enhance a conservation area's character and appearance.

Policy HE4 (Shop fronts, Advertisements, Canopies and Blinds in Conservation Areas) states that signage should respect the special characteristics of conservation areas.

North Lincolnshire Core Strategy: Policy CS6 (Historic Environment) aims to ensure that areas of historic and built heritage value are protected, conserved and enhanced.

CONSULTATIONS

Highways: No objection subject to the standard highway informative.

HER: Objects.

Conservation Officer: Objects to the proposed signage on the following grounds:

- Any alterations to the building will have a significant impact on the conservation area.
- The painted horse draws the eye and is not characteristic of the conservation area. It will inhibit the ability to appreciate the traditional character of the building and conservation area.
- 'The White Horse' lettering detracts from the symmetrical fenestration of the building. The majority of signs in the conservation area are at first-floor level.
- The proposals do not comply with policies HE2 and HE4 of the North Lincolnshire Local Plan.

TOWN COUNCIL

Supports the design of the proposed signage. However objects on the use of internal illumination within the Brigg conservation area.

PUBLICITY

Neighbouring properties have been notified, and site and press notices posted. No comments have been received.

ASSESSMENT

Proposal

Advertisement consent is sought to retain a number of signs to The White Horse public house in Brigg. The principal elements can be summarised as:

Wrawby Street – south (principal) elevation

- projecting sign displaying the name of the public house and an image of a horse's head (externally illuminated)
- halo lettering reading 'The White Horse' across part of the first floor (internally halo-illuminated)
- painted 'Free House' lettering between windows at ground and first floor
- two non-illuminated amenity boards (measuring 0.7m x 1.1m)
- internally-illuminated menu casing (measuring 0.52m x 0.76m)
- Victorian lantern over main pedestrian entrance
- four LED downlights below the eaves

Barnard Avenue – east (gable) elevation

- pictorial representation of a horse directly applied to the gable (non-illuminated).

The signage and their disposition on the building is shown on submitted drawing number 8266-300.

Application site

The White Horse is currently undergoing refurbishment and extensions as permitted under application reference PA/2014/0576 and is bounded to the north by the A18, to the east by the A18 and beauty premises, to the west by Grammar School Road South and to the south by Wrawby Road.

The character of the area is a combination of residential, commercial, cultural and social uses and represents a mix that is common in compact town environments. In terms of designations the application site is within the Brigg conservation area and Brigg town centre as shown on Inset Plan 50 of the North Lincolnshire Local Plan.

Main issue

The main issue to consider is whether the proposed signage would harm the character and appearance of the conservation area allowing for the provision of the development plan and other material considerations.

Assessment of the main issue

Section 72(1) of the Planning (Conservation Areas and Listed Buildings) Act 1990, as amended, provides that special attention shall be paid to the desirability of preserving or enhancing the character or appearance of the conservation area. This requirement is reflected within local plan policies HE2 and HE4; whereas, local plan policy DS18 will allow the display of advertisements subject to a number of criteria, which include that the signage is appropriately located, and is sympathetic to the building and locality.

The above provisions are embraced within the Core Strategy under policy CS6 as well as within the National Planning Policy Framework and Planning Practice Guidance, both of which look to draw the balance between fostering economic prosperity and protecting the character and appearance of conservation areas.

Aside from the appearance of the signage, local plan policy DS18 also requires any advertisement to not create a hazard to public safety, which is principally associated with users of the road network.

The White Horse public house was built in the eighteenth century and, unlike other traditional buildings in Brigg, it is detached. The building is situated in a highly prominent position in the conservation area and makes a positive contribution to the character of the area. In recent years there has been a proliferation of commercial signage which has detracted from the simple eighteenth and nineteenth century character of Brigg and its traditional buildings. However, for the most part, signage has been kept below first-floor level which has enabled the first floor and the traditional fenestration to be appreciated.

In terms of this application, two of the advertisements encroach onto the first floor of the building – the painted horse on the gable and the halo lettering (white horse sign) on the principal elevation.

The painted horse advertisement

Lettering or other illustrative mediums direct onto a plaster or brick wall is a traditional method that can be used to considerable effect; indeed, the 'free house' signage on the front elevation is to be applied directly onto the face of the building. Generally this is best

located within an existing architecturally-framed panel or defined architectural elements. However it can be applied to plain wall areas as long as the pattern formed does not damage the overall effect of an elevation.

It is considered that the proposed painted horse advertisement follows a traditional approach to signing on premises, albeit in an unusual form, and it consequently results in a sign which is visually prominent on the side elevation of the public house. The Brigg Conservation Area Appraisal highlights that the eastern end of Wrawby Street allows wider views into the Brigg conservation area. It is accepted that views towards the public house are readily available at the juncture where Wrawby Street meets the A18 (the bypass). It is at this point where the horse painted onto the side of the gable of the public house is at its most visually prominent. Whilst it is also accepted that the painted horse is marginally screened by the adjacent building (beauty business) and it adds visual interest/focal point the fact remains it is a visually prominent feature which will detract from views into the Brigg conservation area, to the overall detriment of its character and appearance. In addition the horse sign is overtly large in scale, resulting in a feature which spans between the ground and first floor; this is not considered to be sympathetic to the character of the building, in particular its upper floor – it is not considered to be of an appropriate scale. In summary it is considered that the proposal fails to comply with policies HE2, HE4 and DS18 of the North Lincolnshire Local Plan and CS6 of the adopted Core Strategy.

‘The White Horse’ lettering

In this instance ‘The White Horse’ lettering is viewed in a handwritten style at an angled position between the ground and first floor. The net effect is a form of signage that produces an untidy effect that conflicts with the architectural framework and symmetrical fenestration of the building, and the conservation area. As such this element of the submission is contrary to policies of the development plan and national guidance, and should be denied express advertisement consent. For this reason the retention of the internally-illuminated fascia sign is not considered to preserve or enhance the character, appearance and setting of the Brigg conservation area; accordingly this sign fails to comply with policies HE2, HE4 and DS18 of the North Lincolnshire Local Plan and CS6 of the adopted Core Strategy.

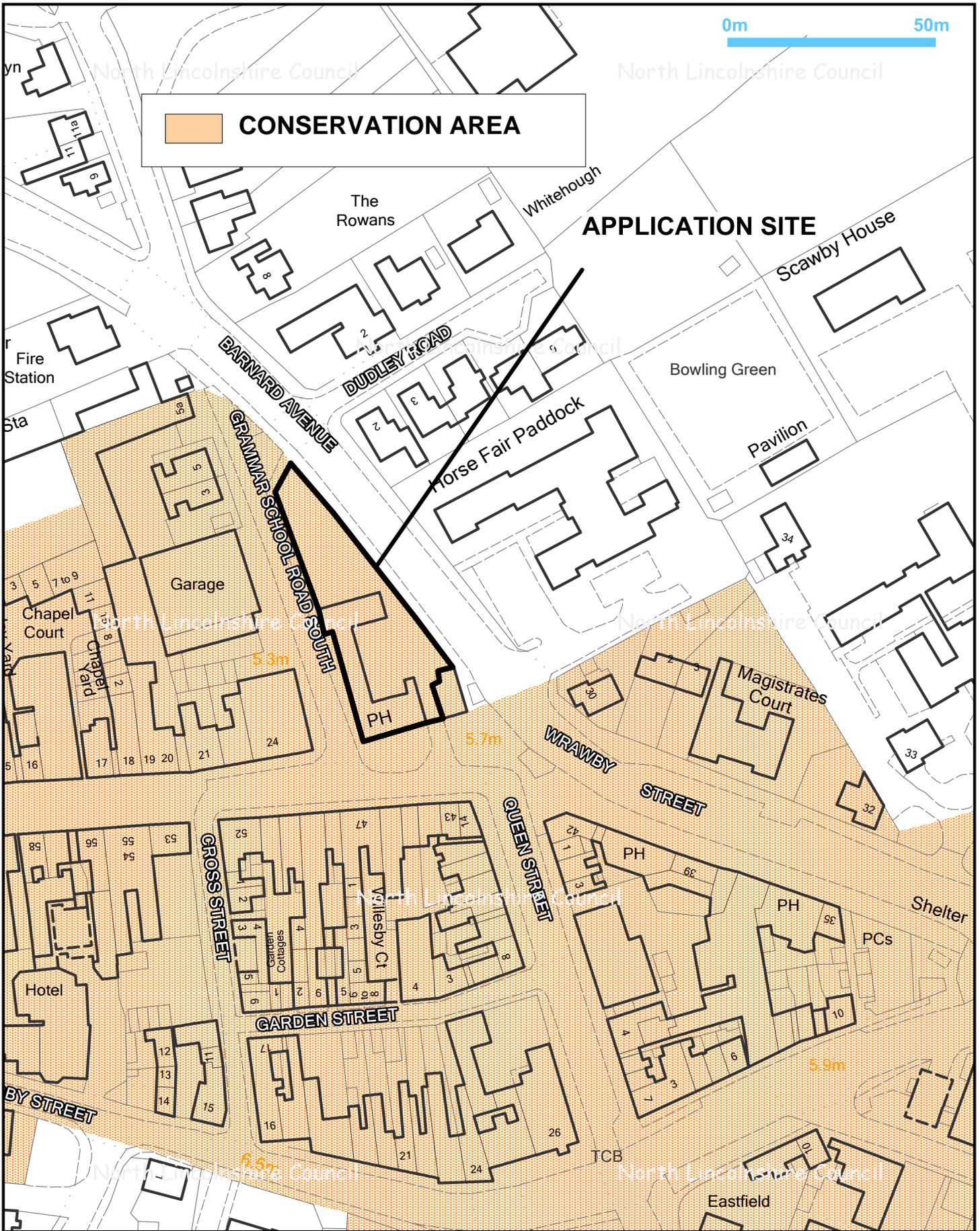
Turning to the remainder of the signs, these are considered to be proportionate to the scale of the building and are located below the cill level of the first-floor windows. Where illumination is proposed (ie the menu board) it is considered to be sympathetic to the character of the public house and will not result in a discordant feature within the street scene. No objections have been raised by the council’s conservation officer in relation to the remainder of the signage to be retained.

RECOMMENDATION Refuse consent for the following reasons:

‘The White Horse’ halo lettering proposed on the Wrawby Street elevation and the painted white horse advertisement on the eastern elevation, as shown on drawing number 8266-300-B, would, by reason of its form, positioning and internal illumination, harm the architectural integrity of the host building and in turn harm the character and appearance of the Brigg conservation area. As such the proposal is contrary to policies HE2 and HE4 of the North Lincolnshire Local Plan 2003, and policy CS6 of the North Lincolnshire Local Development Framework Core Strategy 2011, together with advice contained within the National Planning Policy Framework (in particular paragraph 67) and the National Planning Practice Guidance.

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.



Title: PA/2014/1248

Drawn by: Sue Barden

Date: 29/01/2015

Scale 1:1250



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Ordnance Survey 0100023560



Director of Places
Peter Williams
BSc,DMS,CEng,MEI,MCMI,AMIMechE

GENERAL NOTES:
 THE CONTRACTOR SHALL CHECK AND VERIFY ALL DIMENSIONS ON SITE AND REPORT ANY DISCREPANCIES IN WRITING TO ABSOLUTE DESIGN BEFORE COMMENCING WITH THE WORK.
 ALL DRAWINGS ARE THE PROPERTY OF ABSOLUTE DESIGN AND SHALL NOT BE REPRODUCED WITHOUT THE CONSENT OF THE DESIGNERS.
 DRAWINGS SHALL NOT BE SCALED.
 THIS DRAWING IS TO BE READ IN CONJUNCTION WITH THE RELEVANT SPECIFICATION OF BUILDING WORKS.
 ALL DIMENSIONS ARE IN mm UNLESS OTHERWISE NOTED.
 THE DRAWING MAY INCORPORATE INFORMATION FROM OTHER PROFESSIONAL ABSOLUTE DESIGN CANNOT ACCEPT RESPONSIBILITY FOR THE INTEGRITY AND ACCURACY OF SUCH INFORMATION.

IF IN DOUBT ASK !

original drawn by	date	app by
A	25-11-14	-
B	29-01-15	JP

Delta light - DDOX LED 100mm dia
 Stainless steel up/down lights set up
 2.1m high to boundary wall and
 rear of building



ATSLB16 Regents Park candle
 lantern wall light in black



Drawing status: **PLANNING**



drawing title:
 Advertising Consent - Frontage

contract name
 Extension & Refurbish
 The White Horse,
 24 Wramby Street
 Brigg - DN20 8JR

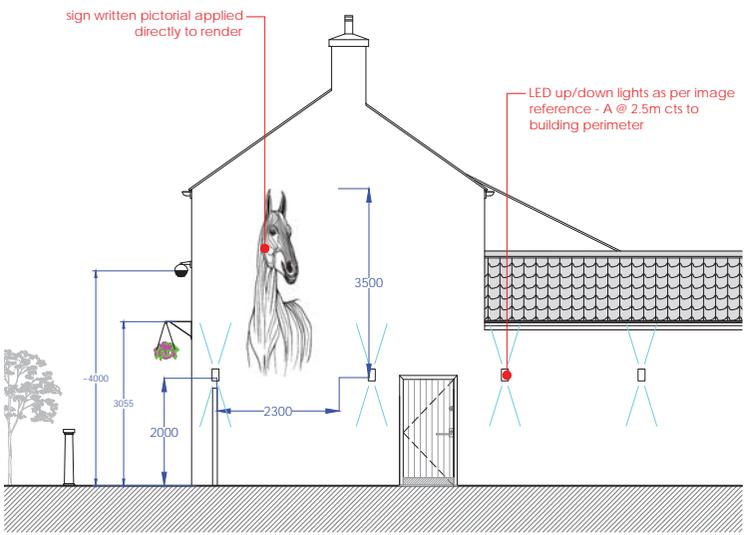
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6788

drawing no & revision
8266 - 300 - B

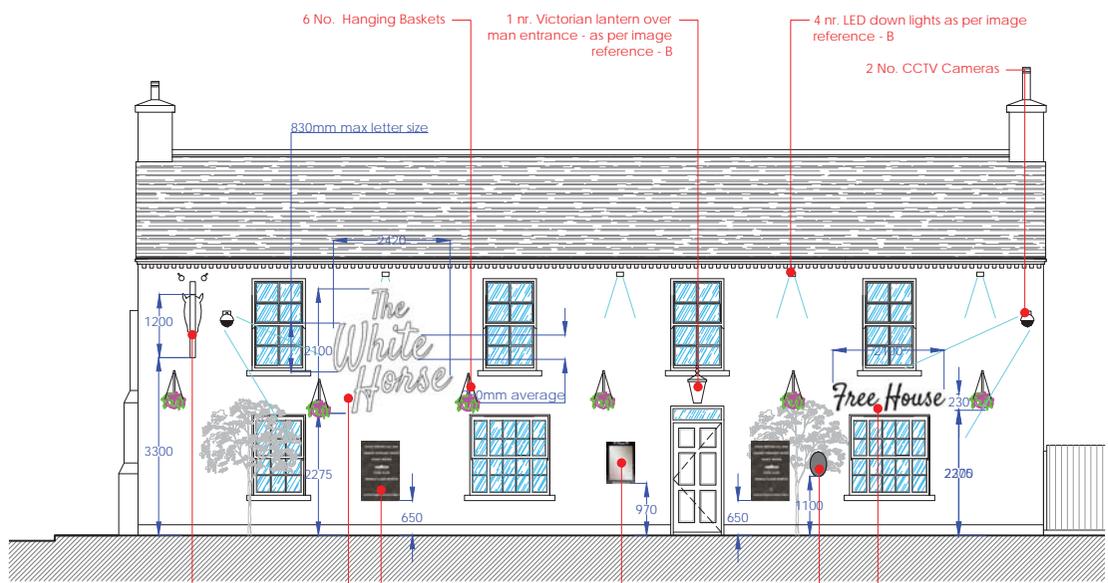
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 drawn by
 NJB

date
 03-11-14

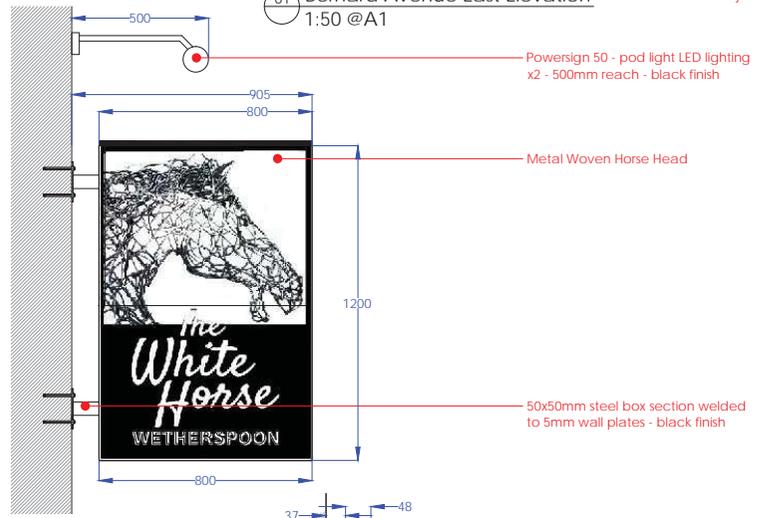
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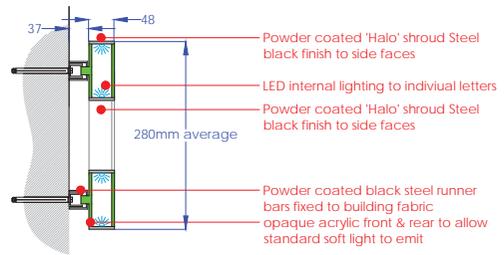
01 Bernard Avenue East Elevation
 1:50 @A1



02 Wramby St South Elevation
 1:50 @A1



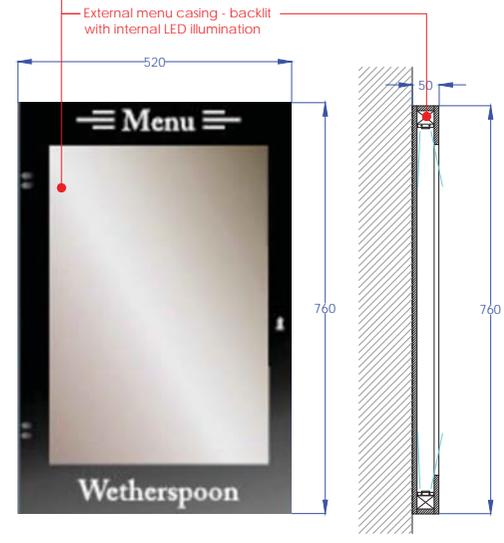
04 PROJECTING SIGN DETAIL
 1:10 @A1



03 HALO LETTERING DETAIL
 1:2 @A1



05 AMENITY BOARD
 1:5 @A1



06 MENU CASING
 1:5 @A1

07 MENU CASING
 1:5 @A1

sign written pictorial applied directly to render
 LED up/down lights as per image reference - A @ 2.5m cts to building perimeter
 6 No. Hanging Baskets
 1 nr. Victorian lantern over man entrance - as per image reference - B
 4 nr. LED down lights as per image reference - B
 2 No. CCTV Cameras
 830mm max letter size
 10mm average
 Projecting sign - see detail 04
 Halo lettering - see detail 03
 Amenity board x2 non illuminated - 12mm wide Corian / Corex board with engraved lettering with gold leaf infill
 Sign written lettering 'Free House' applied directly to render - black finish
 History plaque non illuminated - 12mm wide aluminum plate with engraved lettering stating pub history
 External menu casing - backlit with internal LED illumination