

APPLICATION NO PA/2017/1169

APPLICANT Mr Gwen Batstra, Lifestyle

DEVELOPMENT Advertisement consent to display a non-illuminated fascia sign

LOCATION 4 Market Place, Brigg, DN20 8HA

PARISH Brigg

WARD Brigg and Wolds

CASE OFFICER Emma Carrington

SUMMARY RECOMMENDATION **Refuse consent**

REASONS FOR REFERENCE TO COMMITTEE Member 'call in' (Cllr Carl Sherwood – significant public interest)

POLICIES

National Planning Policy Framework: Paragraphs 7, 65 and 67 are relevant to this proposal.

North Lincolnshire Local Plan:

Policy DS1 – General Requirements

Policy DS18 – Advertisement Control

Policy HE5 – Development Affecting Listed Buildings

Policy HE4 – Shopfronts, Advertisements, Canopies and Blinds in Conservation Areas

North Lincolnshire Core Strategy: Policy CS6 – Historic Environment

CONSULTATIONS

Highways: No objections subject to an informative regarding works in the highway.

Historic Environment Record (Conservation) Objects on the grounds that the signs will be out of keeping with the character of the conservation area and will have an adverse impact on the setting of nearby listed buildings. The proposal will not preserve or enhance the heritage asset and is contrary to policy.

TOWN COUNCIL

Does not feel that the proposal is in keeping with the conservation area, in particular the design of the first floor, whilst the ground floor improvements were welcomed.

PUBLICITY

Advertised by site and press notice – no comments received.

ASSESSMENT

Advertisement consent is sought to display a range of signs and fascia boards on a three-storey property within Brigg town centre. The site is also within the conservation area, but the building is not listed. There are, however, many listed buildings in the town centre close to the application site, and the property adjoins a grade II listed building.

The main issues in the determination of this application are whether the number of signs is appropriate and necessary in relation to the size and scale of the existing building, and whether the number, appearance and scale of the signs are appropriate in the conservation area.

The building on which the signs are to be located has been empty for some time and the applicant intends to use the property as an antique centre, selling a variety of products. The applicant states that the proposed signs represent the art deco period of the building, and are therefore in keeping with the character and period of the site, and the conservation area in which it is located. Whilst the re-use of the property is to be welcomed, the number, scale and positions of the signs are considered to be excessive, and detrimental to the character of the building as a whole, and the conservation area. The frontage of the property will be obscured by signage, which will detract from the simple 18th and 19th century character of Brigg and its traditional buildings. The site is located in the historic market place, which has a distinctive character, the majority of signs being limited to ground floor only. Signs above ground floor level have been limited to hanging signs. No other buildings in the vicinity have this level of signage, or in this position on the front elevation.

In terms of the setting of the listed buildings in the market place, the signs at first floor level and the painted design draw the eye away from the adjacent listed buildings and clash with the simple Georgian frontages which are simple brick or rendered frontages broken by well-proportioned symmetrical sash windows. No buildings in the market place have this extent of advertisement.

The applicant has been made aware of the concerns regarding the design of the scheme, but to date no amendments have been received. The proposal, as submitted, is considered to be detrimental to the character and appearance of the area, and does not preserve or enhance the character of the conservation area, or the setting of adjacent listed buildings. The proposal is considered to be contrary to the policies in the adopted local plan and Core Strategy, and is recommended for refusal.

RECOMMENDATION Refuse consent for the following reasons:

Due to their size, scale, location and design, the proposed advertisements will create an unacceptable level of clutter and are considered to be out of keeping with the character and appearance of the existing building and Brigg conservation area. The proposal therefore fails to preserve or enhance the character and appearance of this valuable heritage asset and is contrary to policies DS1, DS18, HE2 and HE4 of the North Lincolnshire Local Plan and policy CS6 of the North Lincolnshire Core Strategy.

