

APPLICATION NO	PA/2015/0048
APPLICANT	Brigg Office Supplies
DEVELOPMENT	Advertisement consent to retain two signs
LOCATION	23 Old Courts Road, Brigg
PARISH	BRIGG
WARD	Brigg and Wolds
CASE OFFICER	Scott Jackson
SUMMARY RECOMMENDATION	Refuse consent
REASONS FOR REFERENCE TO COMMITTEE	Member 'call in' (Councillors Rob Waltham and Carl Sherwood – significant public interest)

POLICIES

National Planning Policy Framework: Paragraph 131 states that in determining planning applications, local planning authorities should take account of:

the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;

the positive contribution that conservation of heritage assets can make to sustainable communities, including their economic viability; and

the desirability of new development making a positive contribution to local character and distinctiveness.

Paragraph 67 states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

North Lincolnshire Local Plan: Policies DS1 (General Requirements), DS18 (Advertisement Control), HE2 (Development in Conservation Areas) and HE4 (Shopfronts, Advertisements, Canopies and Blinds in Conservation Areas) apply.

North Lincolnshire Core Strategy: Policies CS1 (Spatial Strategy for North Lincolnshire), CS2 (Delivering more Sustainable Development) and CS6 (Historic Environment) apply.

CONSULTATIONS

No responses received.

TOWN COUNCIL

No response received.

PUBLICITY

Neighbouring land uses have been notified and a site notice displayed. The site notice expires on 13 April 2015. At the time of writing this report no letters of representation have been received.

ASSESSMENT

The site comprises the former library building which is positioned to the rear of the main shopping street in Brigg; it faces the main public car park on Old Courts Road. The site is located within the defined Brigg town centre and the conservation area. The building is two-storey in height, constructed from red brick with a red pantile roof and has a visually prominent tower feature to its front elevation; this tower projects above the main ridge line of the building. The building is in use as both an office supply business and for electrical repairs.

This application is a resubmission of planning application PA/2014/0983; this was a split decision with the two signs forming this application being refused advertisement consent and a third sign being approved.

The main issue in the determination of this application is the impact of the retention of these adverts upon the character and appearance of the Brigg conservation area.

The proposal is to retain two adverts on the front elevation of the former library building. These signs consist of a large sign positioned level with the first-floor window and one on the tower feature. It is noted that there are a number of fascia signs on the front and rear elevations of retail and commercial businesses; these are visible from the main public car park known as Old Courts Road.

The sign at first-floor level is positioned at a similar height to the first-floor window and is of similar scale to this window. This sign features black lettering on a yellow and white background, the sign is predominantly white. This sign is more visually prominent within the conservation area, owing to its position above the ground-floor windows, level with the first-floor window. Despite the fact that this sign is relatively proportionate to the scale and position of the first-floor window, the fact remains that the sign is visually prominent on the former library building (owing to its position and coloured background). In addition, it is considered that the retention of this advert would be out of keeping with the character and appearance of the Brigg conservation area.

The second sign is an advertisement located on the tower feature; this is positioned above the first-floor sign, centrally on the building. It features large, visually prominent lettering on a blue and white background; this relates to the same sign which is located directly above the shop entrance (i.e. the fascia sign), albeit that this sign only contains the lettering for the shop tenant. It is considered that this sign, by virtue of its scale, position on the building and height, results in a visually prominent and unsympathetic feature which is out of keeping with the character and appearance of the Brigg conservation area and results in unnecessary clutter to the principal elevation of the shop front. This is especially pertinent in this case as the shop already has a fascia sign above its store entrance which adequately serves the purpose of advertising the shop. The retention of this sign would therefore

continue to be out of keeping with the character and appearance of the Brigg conservation area and results in unnecessary clutter on an existing shop unit. This part of the proposal is not considered to comply with policies HE2 and HE4 of the local plan.

In summary, the retention of the two signs is not considered to preserve or enhance the character and appearance of the Brigg conservation area, but rather appear as harmful unjustified clutter.

RECOMMENDATION Refuse consent for the following reasons:

The retention of these advertisements, by virtue of their position on the protruding tower feature and at first-floor level, their height (above the first-floor window and at first-floor level) and scale, are considered to result in visually prominent and discordant features. Additionally, the advertisements are considered to be out of keeping with the character and appearance of Brigg's conservation area and result in unnecessary clutter to the principal elevation of the shop unit. These advertisements, if retained, will continue to dominate views into the Brigg conservation area, to the detriment of its character and appearance. Accordingly, the signage is considered to be contrary to policies HE2 and HE4 of the North Lincolnshire Local Plan and CS6 of the adopted North Lincolnshire Core Strategy.

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.

PA/2015/0048

DEVELOPMENT CONTROL SECTION

11 MAR 2015

DATE RECEIVED

Referred To

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S**

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