

APPLICATION NO PA/2014/1361

APPLICANT The Co-Operative Funeralcare

DEVELOPMENT Consent to display an externally illuminated fascia sign

LOCATION Unit 1 and 2, Queen Street, Brigg

PARISH BRIGG

WARD Brigg and Wolds

CASE OFFICER Scott Jackson

SUMMARY RECOMMENDATION Grant consent subject to conditions

REASONS FOR REFERENCE TO COMMITTEE Objection by Brigg Town Council

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

Highways: No response received.

Conservation Officer: Object on the grounds that the sign stands out in the historic landscape because of its size and colour. It is fixed flush to the face of the building and is not part of a traditional shopfront fascia, thereby creating a modern appearance. The impact of the signage could be mitigated with a change in signage colour. Colour schemes should

respect the architectural form of the building frontage – black, grey or dark shades of a primary colour are more appropriate. In conclusion, the proposed sign does not preserve or enhance the character of the Brigg conservation area.

TOWN COUNCIL

Object on the grounds that the design, size and colour of the signage is out of keeping with both the size of the premises and the conservation area.

PUBLICITY

Neighbouring properties have been notified and a site notice displayed. No comments have been received.

ASSESSMENT

The application site is a former restaurant which was subdivided into a number of commercial units in 2013 (PA/2013/1507). This unit is the most southerly of the three and is single-storey in height. It is constructed in red brick with a slate tiled roof. The tiled roof is set behind a parapet feature to the front elevation. The site is located within the Brigg conservation area, within the defined town centre shopping area. A purple fascia sign has been erected along the front elevation of the shopfront, therefore the works are partly retrospective. Advertisement consent is being sought to retain this sign. The proposal also includes means of external illumination via three black swan-neck lights, a window sticker to the front elevation and a non-illuminated sign to the rear elevation of the unit.

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

Policy HE4 (Shopfronts, Advertisements, Canopies and Blinds in Conservation Areas) of the North Lincolnshire Local Plan applies and states that fascia signs should be in keeping with the character of the shopfront and the building as a whole, particularly in terms of their size, proportions, positioning, materials, type of construction, colour and style of lettering.

The proposal is to retain a purple fascia sign to the front elevation of the unit and for the display of a window sticker and a small sign to the rear elevation. Taking each of the advertisements in turn it is worth noting that the fascia sign (to be retained) is proportionate to the size of the shopfront and is positioned marginally above the shopfront. This position is consistent with existing fascia boards on retail units in Brigg town centre, within the conservation area. It is also noted that this fascia sign is finished in the corporate colours of the applicant's company (purple). The use of corporate colours is also synonymous with existing retail units located within Brigg town centre and the conservation area. It is worth noting that the fascia sign is positioned in the same location as the plan approved in conjunction with planning application PA/2013/1507 for the subdivision of the units.

Additional information was received from the agent on 20 May 2015 setting out examples of fascia signs which they consider to be visually prominent within the Brigg conservation area. It is accepted that there are fascia signs which could be considered more visually prominent within the conservation area, and some are of a similar colour to the one being sought for retention here. The colour of the fascia sign (in its illuminated state) does not result in a strident or discordant feature within the street scene and the conservation area.

When the building was in its previous use as a restaurant it had an externally illuminated sign which was fitted flush to the exterior of the front elevation. The previous sign was illuminated externally via three black swan-neck lights. This sign is positioned to the south of the previous fascia sign, however it is proportionate to the scale of the shopfront below it. The type of external illumination (3 swan-neck lights) is considered proportionate to the scale of the fascia sign and consistent with the method of external illumination within the Brigg conservation area and with the fascia sign which was previously fixed to the front of the building. The retention of this sign, in its illuminated state, is considered to be in keeping with the character and appearance of the shopfront and building, therefore the proposal complies with policy HE4 of the local plan in this case.

Fascia signs have been installed to the remaining shopfronts; these are coloured yellow and green respectively. Advertisement consent is being sought to retain the purple fascia sign and consent is not being considered for the adverts on the remainder of the building. The impact of these other fascia signs upon the character and appearance of the conservation area will be considered under separate planning applications.

The window sticker is not considered to result in a visually intrusive feature within the main shop window and the sign to the rear elevation will be screened by the building. It will not be visible from the public highway and is proportionate to the scale of both the shop unit and the rear elevation of the building. The colour of the sign corresponds with the fascia sign to be retained to the front elevation.

RECOMMENDATION Grant consent subject to the following conditions:

1.

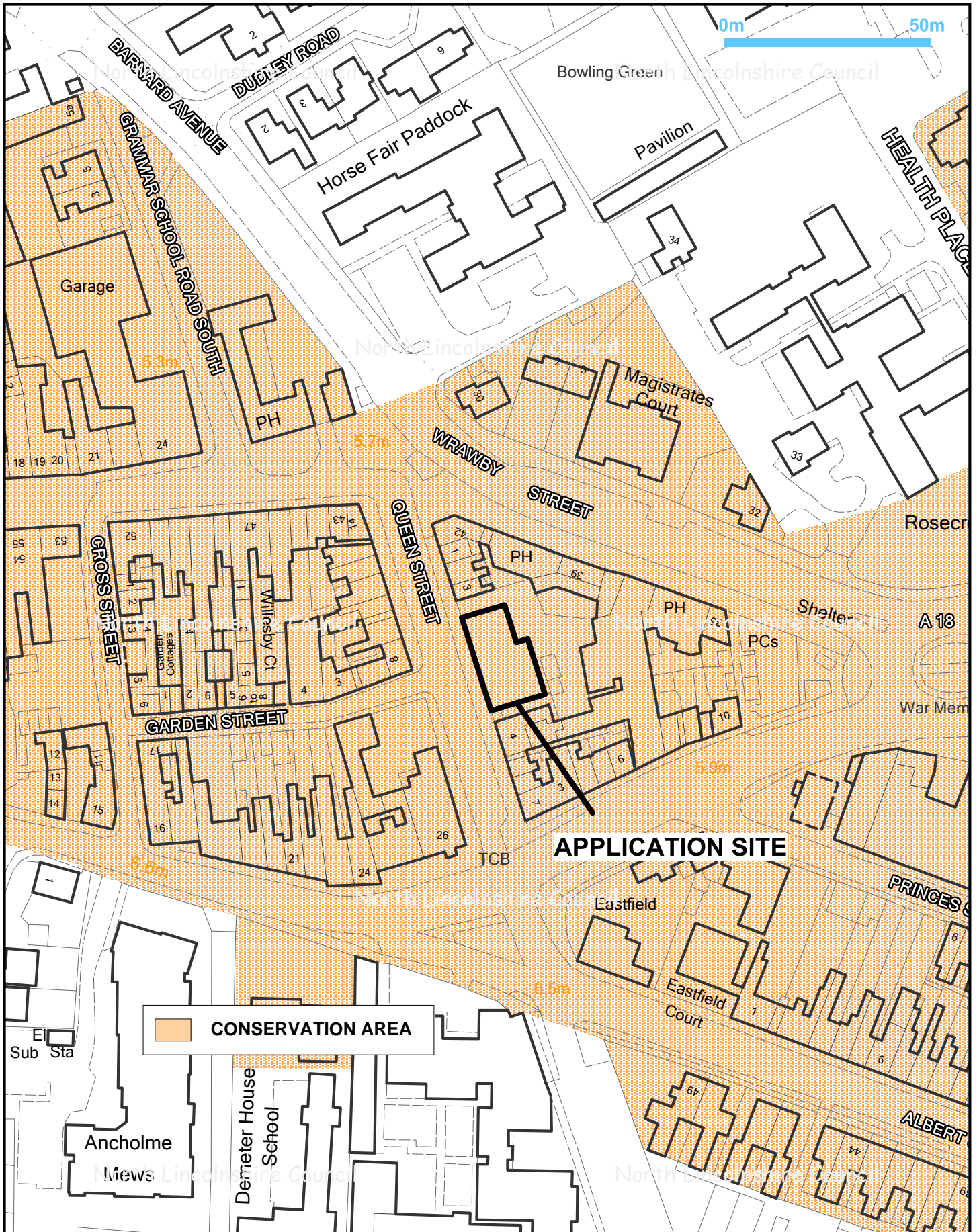
The swan-neck lights hereby approved shall be finished in a black colour as shown on drawing 98950 Revision B and thereafter retained.

Reason

In order to retain the character and appearance of the Brigg conservation area in accordance with policies HE2 and HE4 of the North Lincolnshire Local Plan and CS6 of the adopted Core Strategy.

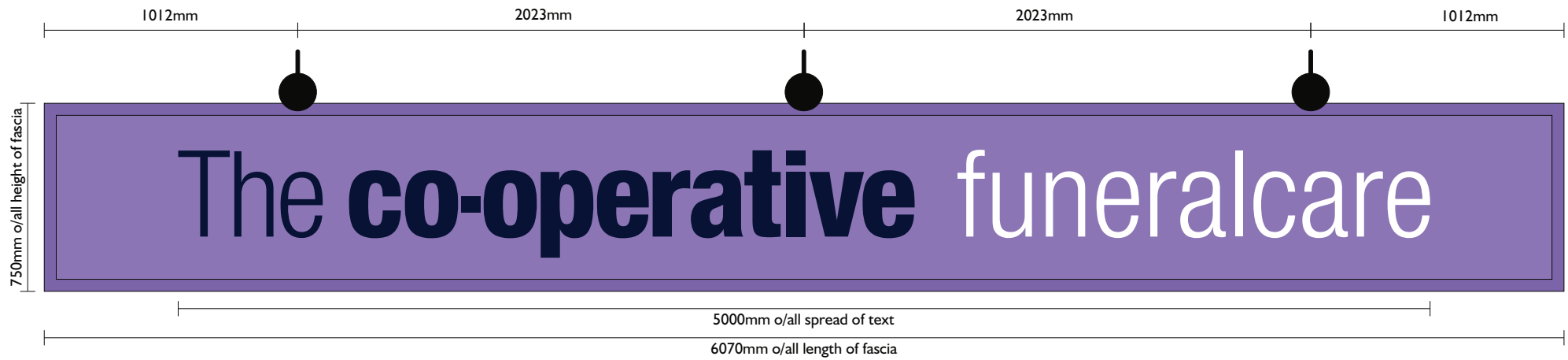
Informative

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.



Title: PA/2014/1361		
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PA/2014/1361 Proposed Signage - Not to scale

