

## PLANNING COMMITTEE – 5 September 2023

Reference Number: 22/01042/AD

Application expiry: 08.09.23

**Application Type:** Advertisement Consent

**Proposal Description:** Application for advertisement consent for 4 x signs 2 mounted horizontally and 2 mounted vertically (Amended Title)

**At:** Parish Rooms, New Road, Wingerworth

**For:** H.A. Briddon LTD

**Third Party Reps:** 4 objections

**Parish:** Wingerworth

**Ward:** Wingerworth

**Report Author:** Graeme Cooper

**Date of Report:** 11.08.23

**MAIN RECOMMENDATION:** Grant permission, subject to conditions



Figure 1: Location plan, with site edged in red

## 1.0 Reason for Report

- 1.1 The Planning Manager has referred this application for consideration by Planning Committee due to the interest shown in it, the issues it raises and its submission by a public body.

## 2.0 Proposal and Background

### Site Description

- 2.1 The Parish Rooms is set in a residential area on the edge of Wingerworth village. The building has recently been refurbished under planning approval 20/00103/FL. See Figure 2 below illustrating the refurbished building when officers visited the application site in November 2022.



Figure 2: Photographs taken from officer site visit in November 2022

- 2.2 There is a single point of access from New Road to the north which serves a car park to the rear of the building.
- 2.3 No11 New Road, a detached dormer bungalow is located to the north of the application site. A mature hedge separates the two sites.
- 2.4 Number 242 and 244 Longedge Lane are located to the east of the site and overlook the car park to the rear of the application site.
- 2.5 To the south east is No246 Longedge Lane and a former GP surgery building sits to the south. Both properties share a boundary with the Parish Rooms.
- 2.6 The application site is within the Settlement Development Limit of Wingerworth.

## Proposal

- 2.7 This application initially sought permission for the installation of 4 illuminated signs at Wingerworth Parish Rooms.
- 2.8 The submitted details illustrate that an identical sign (see Figure 3 below) will be installed on the building, 2 being vertically installed and 2 being horizontally installed.



Figure 3: Proposed horizontal signage details

- 2.9 The horizontal signage will be 1.85m wide and 0.4m tall, with lettering 0.155m tall set on a fabricated mild steel frame. The signage will be installed 2.2m from ground level.
- 2.10 Vertical signage details have been submitted (see Figure 4 below). The sign will have the same lettering as the horizontal sign but be vertical in appearance.



Figure 4: Proposed vertical signage details

- 2.11 Figure 4 below illustrates the position of the signs to be installed on the building. A horizontal sign will be installed at positions 1 and 5. A vertical sign will be installed at position 6 and 8.

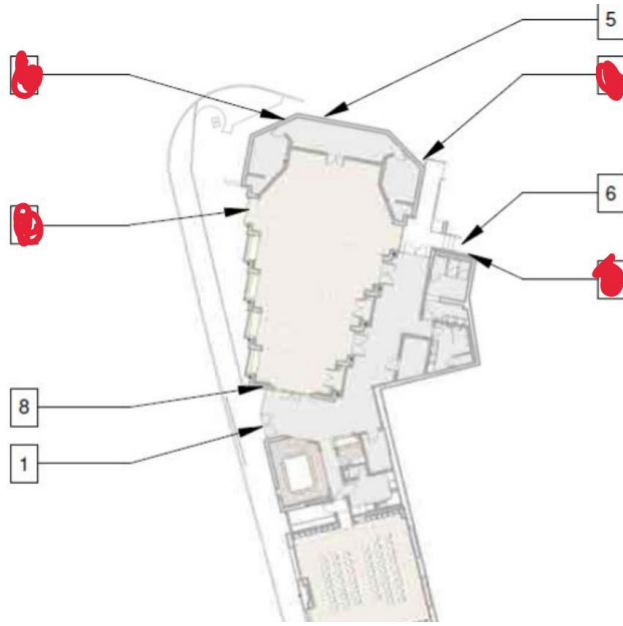


Figure 5: Proposed position of signage on the Parish Rooms

### Amendments

- 2.12 Following concerns raised by local residents and officers to the luminance levels of the signage, the signs will now no longer be illuminated. This was confirmed in writing by the agent on 11<sup>th</sup> August 2023.

### 3.0 Relevant Planning History (not the full site history)

- 3.1 20/00103/FL - Refurbishment of Parish Hall, with new main entrance, cladding to exterior, changes to car park and new signs (Conditionally Approved)
- 3.2 22/00642/DISCON - Application to discharge condition 3 (Materials) pursuant to planning application 20/00103/FL (Amended Title) (Condition Discharged)
- 3.3 22/01169/DISCON - Application to discharge condition 4 (external lighting) pursuant of planning permission 20/00103/FL (Condition Discharged)

### 4.0 Consultation Responses

- 4.1 **Ward Member** requested that the application be considered by Planning Committee.

- 4.2 **Parish Council** raised no comments.
- 4.3 **Highways Authority** note that the proposed signage would be acceptable providing the luminance does not exceed 400cdm<sup>2</sup>.
- 4.4 Council's **Environmental Health Officer** raised no objection.
- 4.5 **Derbyshire Wildlife Trust** note that signs 1 and 8 would be positioned close to the main entrance onto New Road. Opposite the site is an established hedge, with fields beyond. DWT can see streetlights along the road and the new dwelling behind the hedgerow. The buildings themselves appear to either be new or have new roofs so DWT are not worried about there being roosts present. DWT advise that it is best practice to avoid light spill onto the countryside and features such as hedgerows where bats may commute along. However, DWT note that the surrounding environment is already partially illuminated by streetlights and new housing. It is requested that these signs not be illuminated all night and whether or not the brightness can be reduced? Nevertheless, DWT conclude that the proposed illuminated signage would be unlikely to cause significant light spill that would be harmful.

## 5.0 Representations

- 5.1 The application was publicised by way of neighbour letters and the display of a site notices. A Site notice was placed adjacent to the application site on 24<sup>th</sup> November 2022 which expired on 15<sup>th</sup> December 2022.
- 5.2 4 local residents have made representations raising the following comments objecting to the proposed development:
- Signs 5 and 6 will be too bright and adversely impact natural lighting levels of neighbouring properties
  - proposal will substantially affect properties adjacent to the Parish Rooms
  - Illuminated signage proposed will have no time restriction
  - Signage out of keeping with character of the street scene
  - Too bright which is harmful to nocturnal mammals
  - Signage proposed is disproportionately large, intrusive, and out of keeping with the predominantly residential, semi-rural area
  - Two large illuminated signs on the front of a single storey building on a well-lit road will distract passing motorists, are unnecessary for pedestrians, and will emit light pollution across the open fields and valley on the opposite
  - Signs 1 and 8 are close together and unnecessary
  - Sign at position 6 is unnecessarily illuminated

- The submitted application form suggests a consultation with neighbours has been undertaken but residents are unaware of any public consultations via parish meetings
- The position of advert 5 is questioned as being inaccurate

## **6.0 Relevant Policy and Strategic Context**

### **North East Derbyshire Local Plan 2014-2034 (LP)**

- 6.1 The following policies of the LP are material to the determination of this application:

SS1 Sustainable Development  
 SDC3 Landscape Character  
 SDC4 Biodiversity and Geodiversity  
 SDC12 High Quality Design and Place Making  
 SDC13 Environmental Quality

### **Wingerworth Neighbourhood Plan (WNP)**

- 6.2 The following policies of the LP are material to the determination of this application:

W1 Wingerworth Settlement Development Limit  
 W12 Design Principles  
 W13 Biodiversity

### **National Planning Policy Framework (NPPF)**

- 6.3 The overarching aims of the National Planning Policy Framework (NPPF) have been considered in the assessment of this application.
- 6.4 Specifically Paragraph 136 of the NPPF states that: *“The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.”*

## **7.0 Planning Issues**

### **Principle of Development**

- 7.1 Local Plan policy SS1 specifically relates to sustainable development. In essence development will create well designed places which enhance

local distinctiveness, protect the character, quality and setting of villages and protect and/or enhance the landscape character.

- 7.2 Local Plan policy SDC3 states that Proposals for new development will only be permitted where they would not cause significant harm to the character, quality, distinctiveness or sensitivity of the landscape, or to important features or views, or other perceptual qualities such as tranquility. The site is within a secondary AMES and as such development proposals should be informed by, and be sympathetic to, the distinctive landscape areas identified in the Derbyshire Landscape Character Assessment and the Areas of Multiple Environmental Sensitivity (AMES), or any successor document(s), and contribute, where appropriate, to the conservation and enhancement, or restoration and re-creation of the local landscape taking into account its wider landscape character type.
- 7.3 Local Plan policy SDC12 offers guidance on design. The policy requires all development to be of a high-quality design and make a positive contribution to the quality of the local environment. Essentially development will only be permitted providing that they respond positively to local character and context to preserve and, where possible, enhance the quality and local identity of existing communities and their surroundings; create good design which is well-related to its site and surroundings in terms of its layout, form, height, massing, scale, plot size, elevational treatment, materials, streetscape, and rooflines which effectively integrate buildings into their local setting; and protect the amenity of existing occupiers and create a good quality of amenity for future occupants of land or buildings including in relation to privacy, overlooking, overshadowing and/or any overbearing impacts.
- 7.4 Similarly Local Plan policy SDC13 states that all development proposals will be assessed in relation to their impact on air, light, noise, ground, and water pollution. Planning permission will be refused for any proposal where pollution would pose an unacceptable risk to public health, quality of life or the environment.
- 7.5 WNP Policy W1 states that development within the Settlement Development Limit for Wingerworth will be supported where it specifically is of an appropriate layout, scale, appearance and design to respect or enhance the character of the area; considers the impact on neighbouring occupiers by way of privacy, daylight, visual intrusion or amenity and is sensitive to the high quality landscape setting of the Parish.
- 7.6 WNP Policy W12 states that development proposals should respect and enhance local character and show how the layout, materials and landscaping of the site; be of a scale, density, massing, height, design and appearance which reflects and responds positively to the characteristics of

the site and its surroundings; materials should be chosen to complement the design of the overall development and add to the quality or character of the surrounding area; and take into account the amenity of neighbouring occupiers.

- 7.7 As considered above, the NPPF provides specific guidance on advertisements. Paragraph 136 states that: “The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.”
- 7.8 In view of the above, the principle of development is considered acceptable.

### **Design/Street Scene/Landscape Considerations**

- 7.9 The application site is located within the Settlement Development Limit for Wingerworth and is within a Secondary Area of Multiple Environmental Sensitivity (AMES). Proposals should be in keeping with the character and appearance of the site and the surrounding area, and not cause significant harm to the character, quality, distinctiveness or sensitivity of the landscape and be sympathetic to the landscape character in that location.
- 7.10 The surrounding street scene is predominately residential with open countryside opposite. Land levels opposite the site fall away into the valley. The land use opposite includes a riding arena, stables and holiday lodge. New Road is a street lit highway, with residential properties opposite and adjacent to the site.
- 7.11 The proposed signage would be positioned on the northern gable of the building, adjacent to the rear pedestrian entrance and at the main entrance on New Road. The lettering would be set on a metal frame and have a contemporary appearance and will no longer be illuminated.
- 7.12 Modernisation works have been undertaken to the building and it now has a contemporary appearance with the use of stone facing and cladding. The proposed signage is required to waymark entrances and notify passing users.
- 7.13 Concerns were raised by residents to the design of the illuminated signage being harmful to the character and appearance of the street scene and that the illumination proposed is excessive.



- 7.14 In light of the clarity provided by the applicant regarding the signage no longer being illuminated, officers consider that the proposed signage would be in keeping with the character and appearance of the site, and be of a sympathetic design to the urban landscape character in that location.

### **Privacy and Amenity Considerations**

- 7.15 The properties most likely to be impacted by the proposed development are those residential properties to the north and east of the Parish Rooms, including No11 New Road to the north, No's 242, 244 and 246 to the east and south east of the application site and a former GP building to the south.
- 7.16 The proposed signage would be located on the north and west elevation of the building on the northern gable, to the side of the main entrance on New Road and at the rear entrance adjacent to the main car park.
- 7.17 Initial proposals were for the signage to be illuminated with a static 60cdm<sup>2</sup> light. This is no longer the case and it has been confirmed in writing that the signage will not be illuminated in any way. This can be controlled by way of condition on any decision.
- 7.18 As discussed above, local plan, neighbourhood plan and national planning policies require development to not have an adverse impact upon the amenity of neighbouring residents and land uses.
- 7.19 The submitted details have been considered by the Councils Environmental Health Officer who raised no objection.
- 7.20 Concern has been raised by local residents to the appropriateness of such bright lighting in a residential setting, causing harm to the enjoyment of neighbouring properties. There is also concern that the unrestricted lighting would emit light pollution onto fields and the valley opposite the application site.
- 7.21 The proposed signage would face onto the main access road, car park and New Road. Officers raised concern at the luminance levels of the signage and the impact on neighbours and the open countryside opposite. The scheme has been amended so that the signage will not be illuminated.
- 7.22 Officers conclude that the proposed signage, as amended, would not be unduly harmful to the amenity of neighbouring residents or be detrimental to the amenity of the open countryside and the uses opposite the application site.

## **Highway Safety Considerations**

- 7.23 The proposed signage would be visible from New Road, especially for cars approaching from the north and south of the application site.
- 7.24 The Highways Authority raised no objection to the proposed illuminated signage scheme. No further comments have been received from the highways authority to the amended scheme.
- 7.25 In view of the above, officers are satisfied that the proposed signage scheme would not detract motorists travelling along New Road and as such not have a detrimental impact upon public safety in this regard.

## **Ecological Considerations**

- 7.26 Initially it was proposed that the signage would be illuminated and specifically signs 1 and 8 would face out onto New Road, with open fields opposite.
- 7.27 Concern has been raised by local residents, officers and DWT that the proposed lighting could be detrimental to nocturnal mammals.
- 7.28 The proposed signage has been amended to remove any method of illumination.
- 7.29 In view of the above, officers consider that the impact of the proposed signage would not be harmful to nocturnal mammals.

## **Other Considerations**

- 7.30 An objection has raised concern that the position of sign 5 is inaccurate, however the Council can only consider the information put forward by the developer.
- 7.31 Concern has also been raised at the lack of public consultation on the proposed development. Officers cannot comment on what discussions have taken place at Parish Council meetings but it can be confirmed that numbers 242, 244 and 246 Longedge Lane, 11 New Road and the Wingerworth Surgery have been formally consulted by post on the proposed development and a site notice was placed adjacent to the site on 24<sup>th</sup> November 2022. As such officers consider that the necessary consultations have been undertaken in line with the Councils Statement of Community Involvement.
- 7.32 In addition to the above, the Parish Council have advised that whilst the proposal before members is that the signage will not be illuminated they

intend to wire the signage up to power and possibly come in for an application to illuminate the signage in the future.

## **8.0 Summary and Conclusion**

- 8.1 The principle of the installation of signage on the Parish Rooms building which is located in the Settlement Development Limit of Wingerworth and in an area of Secondary AMES is acceptable in principle.
- 8.2 The contemporary design of the signage would be in keeping with the character and appearance of the site and the surrounding street scene.
- 8.3 Confirmation has been received that the signage will now no longer be illuminated. As such officers are satisfied that the signage will not have a detrimental impact on the amenity of neighbouring residents, land uses or the adjacent countryside setting.
- 8.4 It is not considered that the proposed signage would be detrimental to highway safety.
- 8.5 Changes to the proposed signage, removing the illuminated features will, in officers opinion, overcome any potential harm to nocturnal mammals.
- 8.6 No statutory consultees have objected to the proposal and there are no technical reasons as to why the proposed signage should be refused.
- 8.7 As such, officers consider that the proposal would be in accordance with the Local Plan, Wingerworth Neighbourhood Plan and the NPPF.

## **9.0 Recommendation**

- 9.1 That planning permission is **CONDITIONALLY APPROVED subject to the following conditions**, with the final wording delegated to the Planning Manager (Development Management):-

### **Conditions**

- 1) The development hereby approved shall be carried out in accordance with the submitted plans:
  - 0520-AM2-LP (Location Plan)
  - Location of Signs Plan; date scanned 27.10.2022
  - Proposed Signs Plan; date scanned 27.10.2022
  - Vertical Sign Details; date scanned 11.08.2023
- 2) The signage hereby approved shall not be illuminated in any way.

- 3) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
- 4) No advertisement shall be sited or displayed so as to—
  - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
  - (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
  - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
- 5) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
- 6) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
- 7) Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.