

Application Report

Strategic Development & Planning

Place Services

North Devon Council

Lynton House, Commercial Road,

Barnstaple, EX31 1DG



Application No:	72325	Application Expiry:	17 December 2020
Application Type:	Advert consent	Ext Of Time Expiry:	
		Publicity Expiry:	23 November 2020
Parish/Ward:	Barnstaple/Barnstaple Central		
Location:	Museum of Barnstaple and North Devon, The Square Barnstaple Devon EX32 8LN		
Proposal:	Advertisement consent for siting of non-illuminated copper lettering		
Agent:	Alison Mills		
Applicant:	Alison Mills		
Planning Case Officer:	Mr M. Brown		
Departure:	N		
EIA Development:	N	EIA Conclusion:	Development is outside the scope of the Regulations.
Reason for Report to Committee:	NDC property		

Site Description

The building is currently used as the Museum of Barnstaple and North Devon and has recently been extended to increase museum space. The building is close to many heritage assets and visible for some distance, including across the river. Its listed status within a conservation area is noted.

Recommendation:

Approved

Legal Agreement Required:- No

Planning History

Planning	Decision	Decision Date
72326		
Address: Museum of Barnstaple and North Devon, The Square Barnstaple Devon EX32 8LN		
Proposal: Listed Building Consent for copper lettering		

57937	LB (Execution Works) Approval	25 September 2014
Address: Museum of Barnstaple and North Devon, The Square, Barnstaple, Devon, EX32 8LN		
Proposal: Listed Building Consent for internal & external works & alterations to include refurbishment to building to include stonework repairs & replacement		
62191	Full Planning Approval	10 March 2017
Address: Museum of Barnstaple and North Devon, The Square, Barnstaple, Devon, EX32 8LN		
Proposal: Two storey extension, including alterations to existing building, demolition of covered service yard & partial demolition of boundary wall adjacent to the Long Bridge (amended plans)		
62192	LB (Execution Works) Approval	10 March 2017
Address: Museum of Barnstaple and North Devon, The Square, Barnstaple, Devon, EX32 8LN		
Proposal: Listed Building Consent for two storey extension, including alterations to existing building, demolition of covered service yard & partial demolition of boundary wall adjacent to the Long Bridge (amended plans)		
64445	LB (Execution Works) Approval	10 May 2018
Address: Museum of Barnstaple & North Devon, The Square, Barnstaple, Devon, EX32 8LN		
Proposal: Listed Building Application to vary Conditions 2 (Approved Plans) & 4 (Brickwork) attached to Listed Building Consent 62192 (two storey extension, including alterations to existing building, demolition of covered service yard & partial demolition of boundary wall adjacent to the Long Bridge)		
64453	Full Planning Approval	10 May 2018
Address: Museum of Barnstaple and North Devon, The Square, Barnstaple, Devon, EX32 8LN		
Proposal: Variation of Conditions 2 (Approved Plans) & 4 (Brickwork) attached to Planning Permission 62191 (two storey extension, including alterations to existing building, demolition of covered service yard & partial demolition of boundary wall adjacent to the Long Bridge)		

65149	Approved	31 July 2019
Address: Museum of Barnstaple and North Devon, North Devon Athenaeum, The Square, Barnstaple, Devon, EX32 8LN		
Proposal: Approval Of Details in respect of Discharge of Condition 4 (Brickwork), Condition 5 (Roof Truss), Condition 6 (Groundworks), 8 (Construction Management Plan) & 10 (Archaeology Works) attached to Planning Permission 64453 (Variation of Conditions 2 (Approved Plans) & 4 (Brickwork) attached to Planning Permission 62191 (two storey extension, including alterations to existing building, demolition of covered service yard & partial demolition of boundary wall adjacent to the Long Bridge)) and Approval of Details in respect of Discharge of Condition 4 (Brickwork) and Condition 5 (Roof Truss) attached to Listed Building Consent 64445 (Listed Building Application to vary Conditions 2 (Approved Plans) & 4 (Brickwork) attached to Listed Building Consent 62192 (two storey extension, including alterations to existing building, demolition of covered service yard & partial demolition of boundary wall adjacent to the Long Bridge))		

Constraints/Planning Policy

Constraint / Local Plan Policy

Adopted Existing Strategic Footpath/Cycleway:Other

Footpath/Cycle Routes

Advert Control Area Barnstaple

Class I Road

Historic Landfill Buffer

Landscape Character is: 7 Main Cities and Towns

Within: Barnstaple North Development Boundary ST06

Within Adopted Unesco Biosphere Transition (ST14)

Within Braunton Burrows Zone of Influence

Within Flood Zone 2

Within Flood Zone 3

Within Surface Water 1 in 1000

SSSI Impact Risk Consultation Area

Distance (Metres)

Within constraint

Within constraint

Within constraint

Within constraint

Within constraint

Within constraint

Within constraint

Within constraint

Within constraint

Within constraint

Within constraint

Listed Building Grade: II

Conservation Area: BARNSTAPLE, TOWN CENTRE

DM04 - Design Principles

DM05 - Highways

DM07 - Historic Environment

DM22 - Shop Front Design and Signage

ST15 - Conserving Heritage Assets

Consultees

Name	Comment
Barnstaple Town Council	No response received.
Councillor R Mack	No response received.
DCC - Development Management Highways	No objection received. Standing advice applied
Heritage & Conservation Officer Reply Received 11 November 2020	I do not consider that this proposal will cause harm to the significance of the heritage asset.
Sustainability Officer	No response received.

Neighbours

Comments	No Objection	Object	Petition	No. Signatures
<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>

Considerations

Proposal Description

This application seeks advertisement consent to install cut copper lettering spelling "MUSEUM" on three sides of the 'new' extension to the Museum of Barnstaple and North Devon, north east, north west and south western elevations. Each letter is proposed to be 300mm high with welded posts that will be fixed into the brickwork. The copper will be 6mm thick and the letters will stand about 10-15 mm proud of the surface of the building. On the North East facade this will vary as the brickwork pattern includes slight projections.

Planning Considerations Summary

- Amenity/Heritage impacts
- Highway safety

Planning Considerations

It is considered that the main issue in this case is the effect of the proposed advertisements on the character and appearance of the area, which is within a designated conservation area and on a property which is a listed building.

The Council has adopted 'Development Control Guidelines for Shop Fronts and Shop Signs', adopted in 1983. The Advertisement Regulations require that decisions are made only in the interests of amenity and public safety. Therefore the Council's guidelines alone cannot be decisive, but are a material consideration. It states that good design does not stifle enterprise. It goes on to state that signage must be designed as an integral part of the overall scheme and it states that high level signs will not be allowed.

The North Devon and Torridge Local Plan sets out in Policy DM22 (Shop Front Design and Signage):-

- (1) Development altering existing and proposing new shop frontages will be supported where:
 - (a) the local character and features of traditional shop fronts are retained and enhanced, the local street scene is conserved and they are appropriate to the design and character of the building on which they are installed;
 - (b) shop fronts and fascia signage relate to individual buildings rather than retail frontages as a whole;
 - (c) excessive signage is avoided; and
 - (d) any security shutters are internally mounted.
- (2) Illumination of shops, businesses and community facilities is only supported where the premises are open during the evening. Where illumination of premises is justified, shop fronts will be illuminated internally and signage illuminated externally using energy efficient lighting systems.

The Conservation Area Management Plan for the area details that advertisements need to be carefully considered.

The National Planning Policy Framework states that 'poorly placed advertisements can have a negative impact on the appearance of the built and natural environment'. It is considered that this site is one that should be subject to the local planning authority's detailed assessment as the proposal could have a negative impact on the appearance of the built environment.

The applicant sets out that *"The original museum building is domestic in character. The design of the extension incorporates public art and excellent design which aims to establish the building as civic and public in nature and the proposed high quality signage will further enhance the civic quality and make a positive contribution to the built environment of the conservation area.*

The signage as proposed is in keeping with the materials used in the extension (copper cladding) which references the work of the furniture makers Shapland and Petter. It closely follows signage originally proposed by the extension architects Ferguson Mann, but was omitted from the original planning applications for budgetary reasons.

The signage proposed will sit on the recent modern extension. It is considered that the signs will not diminish the significance of the heritage asset which is set out in the statutory listing, as the signs are of a limited size and will sit on the modern element.”

The advertisements would be visible in longer distance views and in close proximity to the property. The signage whilst large it is proportionate to the size of the building and will help to establish its civic function. The signage material is in keeping with the materials used in the extension (copper cladding) which references the work of the furniture makers Shapland and Petter.

In light of this it will not impact on the significance of the Heritage Asset overall. The amenity and heritage impact is considered to be acceptable considering the above matters in this instance.

Due to the non-illuminated and flush fitting nature of the proposal no unacceptable highway safety implications have been identified.

In light of the foregoing approval of the application is recommended as the amenity impacts are not considered to be unacceptable in this instance.

HUMAN RIGHTS ACT 1998

The provisions of the Human Rights Act and principles contained in the Convention on Human Rights have been taken into account in reaching the recommendation contained in this report. The articles/protocols identified below were considered of particular relevance:

Article 8 – Right to Respect for Private and Family Life
THE FIRST PROTOCOL – Article 1: Protection of Property

Recommendation

Approved

Legal Agreement Required:- No

Conditions

1. 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.

Reason:

In accordance with the Town and Country Planning [Control of Advertisements] [England] Regulations 2007 and in the interests of public safety.

2. 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.

Reason:

In accordance with the Town and Country Planning [Control of Advertisements] [England] Regulations 2007 and in the interests of public safety.

3. Where an advertisement is required under the Town and Country Planning [Control of Advertisements] [England] Regulations 2007 to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason:

In accordance with the Town and Country Planning [Control of Advertisements] [England] Regulations 2007 and in the interests of the visual amenities of the locality.

4. 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.

Reason:

In accordance with the Town and Country Planning [Control of Advertisements] [England] Regulations 2007 and to ensure that, in addition to consent to display, the consent of the landowner or any other person having an interest in the site is obtained.

5. 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.

Reason:

In accordance with the Town and Country Planning [Control of Advertisements] [England] Regulations 2007 and in the interests of public safety.

6. The advertisement[s] hereby approved shall be displayed in accordance with the plans submitted with the application:-
 - NDC001 Location Plan received on the 19/10/20
 - PL 100 C Site Plan received on the 19/10/20
 - PL 114B South West Elevation received on the 10/10/20
 - PL 115B North East Elevation received on the 19/10/20
 - PL 116B North West Elevation received on the 19/10/20

Reason:

The submitted scheme shows an acceptable form of signage.

Appendices

A. Location Plan