



Proposal: LISTED BUILDING APPLICATION PROPOSED DEMOLITION OF EXISTING BUILDINGS.		
<b>17253</b>	FULL PLANNING APPROVAL	17 August 1993
Address: 36 BOUTPORT STREET, BARNSTAPLE, EX31 1RX		
Proposal: RETROSPECTIVE APPLICATION IN RESPECT OF CONVERSION OF SHOP TO TAXI OFFICE.		
<b>17254</b>	FULL PLANNING APPROVAL	17 August 1993
Address: 36 BOUTPORT STREET, BARNSTAPLE, EX31 1RX		
Proposal: RETROSPECTIVE LISTED BUILDING APPLICATION IN RESPECT OF CONVERSION OF SHOP TO TAXI OFFICE.		
<b>17527</b>	FULL PLANNING REFUSAL	12 October 1993
Address: NOS 37/37A, BOUTPORT STREET, BARNSTAPLE, EX31 1RX		
Proposal: LISTED BUILDING APPLICATION PROPOSED DEMOLITION OF FACADE.		
<b>22981</b>	FULL PLANNING APPROVAL	13 January 1998
Address: 37-37A BOUTPORT STREET, BARNSTAPLE, EX311RX		
Proposal: PROPOSED FORMATION OF PRIVATE CAR PARK		
<b>31623</b>	FULL PLANNING APPROVAL	21 September 2001
Address: , , 37 & 37A BOUTPORT STREET, , , BARNSTAPLE, EX311RX		
Proposal: RETROSPECTIVE APPLICATION IN RESPECT OF CONTINUED USE OF LAND AS PRIVATE CAR PARK		
<b>44169</b>	FULL PLANNING APPROVAL	17 May 2007
Address: 37-37A BOUTPORT STREET, BARNSTAPLE, EX311RX		
Proposal: RETROSPECTIVE APPLICATION FOR CONTINUED USE OF LAND AS PRIVATE CAR PARK		

<b>48265</b>	<b>FULL PLANNING APPROVAL</b>	1 June 2009
Address: LAND REAR OF 37-37a BOUTPORT STREET, BARNSTAPLE, EX311RX		
Proposal: CONTINUED USE OF LAND AS A PRIVATE CAR PARK (RENEWAL OF LIMITED PERIOD PLANNING PERMISSION 44169)		

### **Constraints/Planning Policy**

<b>Constraint / Local Plan Policy</b>	<b>Distance (Metres)</b>
Adjacent to Conservation Area: 5 Barnstaple-Town Centre Adopted 20/04/2010;	Within constraint
Advert Control Area Barnstaple	Within constraint
Burrington Radar Safeguard Area consultation required for: All buildings, structures, erections & works exceeding 45 metres in height.	Within constraint
Chivenor Safeguard Zone Consultation Structure or works exceeding 91.4m	Within constraint
Class III Road	
Conservation Area: 5 Barnstaple-Town Centre Adopted 20/04/2010;	Within constraint
Landscape Character is: 7 Main Cities and Towns	Within constraint
Listed Building Adjacent: 249 EH Ref 1385030 No.36, Boutport Street (east side), Barnstaple	Within constraint
Listed Building Curtilage (Adjacent to)	Within constraint
Within adopted Development Boundary: Barnstaple North Development Boundary ST06	Within constraint
Within Adopted District Centre: Barnstaple Town Centre	Within constraint
Within Adopted Town Centre Expansion: BAR11 Queen Street/Bear Street	Within constraint
Within Adopted Unesco Biosphere Transition (ST14)	Within constraint
Within Braunton Burrows Zone of Influence	Within constraint
Within: SSSI 5KM Buffer in North Devon, consider need for AQIA if proposal is for anaerobic digester without combustion plant	Within constraint
Within: Braunton Burrows, SAC 10KM Buffer if agricultural development consider need for AQIA	Within constraint
SSSI Impact Risk Consultation Area	Within constraint

Conservation Area: BARNSTAPLE, TOWN CENTRE

### **Consultees**

Name	Comment
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Barnstaple Town Council	No comments received to date.
Councillor R Mack	No representations received.
Heritage & Conservation Officer  Reply Received 16 November 2021	I do not consider that this proposal will cause harm to the significance of the heritage asset.
Sustainability Officer	No objection 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>

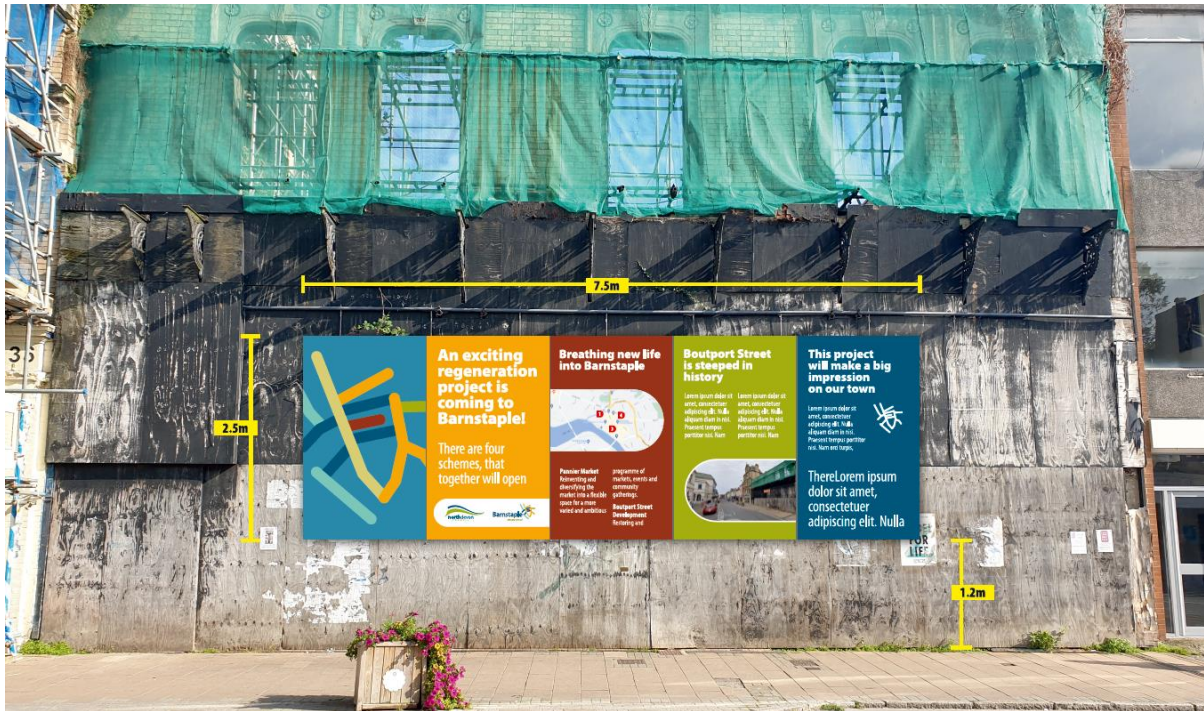
At the time of writing the report no representations have been received.

### **Considerations**

This application seeks advertisement consent for the erection of signage to allow for interpretation of the Council led Future High Streets initiative.

The display comprises of boards measuring 7.5m x 2.5m and attached to a façade on Boutport Street which forms one of the sites the subject of the Future High Streets initiative.

The display is proposed to look like this:-



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 adjacent to a property which is a listed building and near other heritage assets.

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;

The Conservation Area Management Plan for the area details that North Devon Council will expect these elements to be competently designed to suit their context and minimise unnecessary signage.

The National Planning Policy Framework 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.' 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 Conservation Officer has not raised an objection to the proposal.

The advertisement would be visible for some distance due to the prominent position of the hoarding in the shopping core and the signs size. However, it will relate to the site, be of a size proportionate to the frontage and be flush fitting minimising the impacts. Whilst, the use of traditional materials is not proposed, the signage will be temporary in the scheme of matters, being designed for a specific purpose. No unacceptable cumulative impact is identified. As such the amenity impact is considered to be acceptable as a result.

Due to the non-illuminated and flush fitting nature of the proposal, and having regard to the above, 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**

Delegate to the Lead Planning Officer to Approve subject to no new matters being raised prior to the expiry of the consultation period.

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 05/11/21  
NDC002 Block Plan received on the 05/11/21  
NDC003 Hoarding concept\_37 Layout received on the 05/11/21  
NDC004 Hoarding concept\_37 Elevation received on the 05/11/21

Reason:

The submitted scheme shows an acceptable form of signage.

**Informatives**

1. The submitted drawings have been numbered as set out above. Please refer to the planning application tracker on the District Council's website to view the drawings and their allocated numbers,  
<http://planning.northdevon.gov.uk/search.asp>