

Item Number: 13
Application No: 14/00424/ADV
Parish: Pickering Town Council
Appn. Type: Advert Application
Applicant: Enterprise Inns PLC
Proposal: Display of 1no. externally illuminated name board sign and 1no. non-illuminated fascia sign to south elevation, 2no. non-illuminated amenity signs and 1no.externally illuminated sign comprising individually applied enamel letters to east elevation, 1no. externally illuminated name board sign, and 1no. non-illuminated sign comprising individually applied enamel letters to west elevation together with installation of 2no. wall-fixed lanterns either side of east entrance door, to replace existing signage.
Location: The Rose 9 Bridge Street Pickering North Yorkshire YO18 8DT

Registration Date:
8/13 Wk Expiry Date: 12 June 2014
Overall Expiry Date: 3 June 2014
Case Officer: Alan Hunter **Ext:** Ext 276

CONSULTATIONS:

Parish Council	No objection - further views awaited
Building Conservation Officer	No objection
Highways North Yorkshire	No views received to date
Neighbour responses:	Mrs Kathleen Grayston, Mrs Mandy Walker, Mrs Mandy Walker, Mr Peter Croot, Ann Leigh, Mrs S Foot,

SITE:

The application site comprises a Public House; The Rose, a Grade II Listed Building located on Bridge Street, Pickering. The application site is also located within the Pickering Conservation Area and the Town Centre Commercial Limits.

PROPOSAL:

Advertisement Consent is sought for the display of 1 no. Externally illuminated name board sign and 1 no. Non-illuminated fascia sign to south elevation, 2 no. Non-illuminated amenity signs and 1 no. Externally illuminated sign comprising individually applied enamel letters to east elevation, 1 no. Externally illuminated name board sign, and 1 no. Non-illuminated sign comprising individually applied enamel letters to west elevation together with installation of 2 no. Wall fixed lanterns either side of east entrance door, to replace existing signage.

The majority of the proposed signage replaces existing signs with additional signs on the eastern and western elevations.

HISTORY:

1995: Planning permission and Listed Building Consent granted for the erection of a pergola (retrospective application)

1985: Planning permission and Listed Building Consent granted for the erection of a single storey kitchen extension to the Public House

1982: Advertisement Consent granted for the installation of 2 externally illuminated pictorial panels

1982: Advertisement Consent refused for the installation of 2 illuminated wall boards

1976: Planning permission granted for the erection of an illuminated box sign

POLICY:

National Policy Guidance

National Planning Policy Framework (NPPF) 2012

National Planning Policy Guidance (NPPG) 2014

Local Planning Strategy; Ryedale Plan adopted 5 September 2013

Policy SP12 - Heritage

Policy SP16 - Design

Policy SP19 - Presumption in favour of sustainable development

Policy SP20 - Generic Development Management Issues

APPRAISAL:

The two considerations in relation to this application are:

1. The impact of the proposed signs upon the visual amenity of the area; and
2. Highway safety.

Following officer concerns the previously proposed sign on the northern elevation, and the rose symbol on the western side have been withdrawn from the scheme.

The remaining proposals are largely replacement signs, with the exception of more elaborate signage on the eastern elevation, and the introduction of a non-illuminated sign on the western elevation stating 'Pub & Kitchen' between the ground and first floor windows.

Visual amenity

The proposed replacement signage is considered to be acceptable and not to prejudice the visual amenity of the area on the western and southern elevation. The external illumination is also considered to be acceptable in this location and relate well to the character of the area.

The proposed additional sign on the western elevation is not illuminated and is considered to relate well to the character of the building when viewed across the river. The proposed signage on eastern elevation will feature a picture of a 'rose' together with individual lettering and two replacement name boards. This elevation is proposed to be painted in a cream colour to hide the current appearance of buff brick, and also to remove unsympathetic additions to this side elevation, such as redundant hanging stands. The proposed painted finish and proposals are considered to represent an enhancement to the current appearance on the eastern elevation. In view of this, the proposals are not considered to adversely affect the visual amenity of the area. S72(1) of the Listed Building Act 1990 requires the Local Planning Authority to have special attention to the desirability of preserving r enhancing the character and appearance of the Conservation Area. In regard to the northern, southern, and western elevations the proposals are considered to preserve, and in regard to the eastern elevation the proposals are considered to enhance the Conservation Area. Furthermore in terms of Policy SP12 the proposals are considered to represent less than substantial harm to the character of the Conservation Area, and the public benefits in terms of the improvement in the appearance of this public house is considered to outweigh any harm.

Highway safety

At the time of preparing this report the highway safety implications of the proposals are not known. Members will, however, be updated at the meeting. It is however considered unlikely that there will be any objection in terms of highway safety given that the signage is on the sides of the buildings and not directly facing onto Bridge Street.

There have been six letters of objection received. The issues raised relate to the impact of the signs upon the visual amenity of the area. A lot of the objections made reference to the signage on the northern elevation and the rose symbol on the western elevation. These two elements has since been withdrawn, and re-consultation is currently taking place with all interested parties. Members will be updated of any further views received.

The Town Council has no objection to the original proposal, and has also been re-consulted.

In view of the above the recommendation on this application is one of approval subject to any further issues raised during the consultation period.

RECOMMENDATION: Approve subject to expiry of consultation period

1 The consent hereby granted shall continue for a period of five years ending .

Reason:- To ensure compliance with Section 220 of the Town & Country Planning Act 1990 and with Regulation 13 of the Town & Country Planning (Control of Advertisements) Regulation 1992.

2 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.

3 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.

4 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.

5 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.

6 No advertisement the subject of this permission shall be displayed until such time as the building has been finished in the cream colour as shown on plan 102635 rev.D.

Reason: In order to ensure a satisfactory external appearance.

7 The development hereby permitted shall be carried out in accordance with the following approved plan(s):

102635 rev. D

Reason: For the avoidance of doubt and in the interests of proper planning.

Background Papers:

Adopted Ryedale Local Plan 2002
Local Plan Strategy 2013
National Planning Policy Framework
Responses from consultees and interested parties