

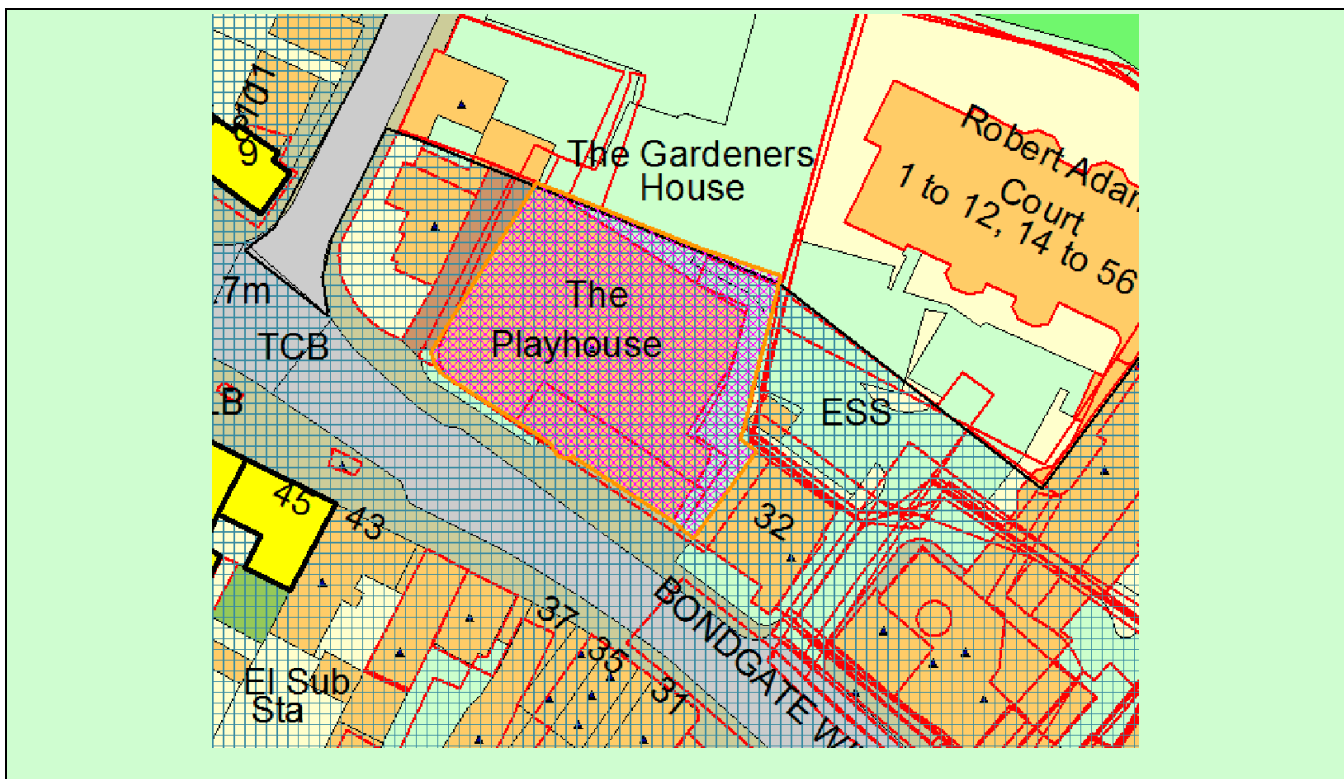


Northumberland County Council

North Northumberland Local Area Council 17th October 2019

Application No:	19/01724/ADE		
Proposal:	Advertisement consent for replacement of main signage above main entrance (same size, different font). Additional sign on main frontage (same as main entrance but slightly smaller). Additional 2no. banners to the existing 4no. banners (to be replaced) on main south and west elevation.		
Site Address	Alnwick Playhouse And Arts Centre, Bondgate Without, Alnwick, Northumberland NE66 1PQ		
Applicant:	Mr Mike Turner County Hall, Morpeth, NE61 2EF,	Agent:	Mrs Nicola Hodgson Millmount, Ponteland Road, Newcastle Upon Tyne, NE53AL
Ward	Alnwick	Parish	Alnwick
Valid Date:	17 July 2019	Expiry Date:	11 September 2019
Case Officer Details:	Name: Mrs Vivienne Cartmell Job Title: Principal Planning Officer Tel No: 01670 622702 Email: vivienne.cartmell@northumberland.gov.uk		

Recommendation: That this application be GRANTED permission



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1. Introduction

1.1 Under the provisions of the Council's current Scheme of Delegation, this application is to be submitted to the North Northumberland Local Area Committee for determination as the applicant is Northumberland County Council.

2. Description of the Proposals

2.1 Consent is sought for the display of 6no. banners and 2no. Illuminated individual letter 'Playhouse' signs on the Alnwick Playhouse and Arts Centre, Bondgate Without.

2.2 The site lies within the Alnwick Conservation Area and as such special attention shall be paid to the desirability of preserving or enhancing the character and appearance of the conservation area in assessing this proposal in accordance with the Planning (Listed Buildings and Conservation Areas) Act 1990 (c.9)

3. Relevant Planning History

Reference Number: 18/00682/CCD

Description: Refurbishment and reorganisation of the internal elements, refurbishment of external elements of the building and part change of use to incorporate library (D1) and tourist information facilities (B1) (amended 5th April 2018).

Status: PER

Reference Number: 19/01723/CCD

Description: Replacement of main signage above main entrance (same size, different font). Additional sign on main frontage (same as main entrance but slightly smaller).

Additional 2no. banners to the existing 4no. banners on main south and west elevation.

Status: APPRET

Reference Number: 19/01737/VARYCO

Description: Variation of condition 2 (approved plans) pursuant to planning permission 18/00682/CCD in order to update the window styles with coated aluminium, swap some windows and doors, omit the sliding door to front elevation, add security fence to front yard, add antennae to flat roof and ventilation/extract/exhaust ducts and re-render existing sections of exterior with render coloured in RAL 3009.

Status: PDE

4. Consultee Responses

Building Conservation	We welcome the refresh of existing signage at the Playhouse and recognise the need to add further signage to cover the new functions of the TIC and library. We note the application form refers to external illumination (which can be supported) but the detailed plans also show internal “halo” illumination. We will accept this if it was part of the <i>existing</i> scheme of signage. Proposals to add new internally illuminated signage raise concerns about the setting of adjacent listed and scheduled buildings. We also note the former banners on the Playhouse were in a single muted colour scheme and we would encourage a similar consistent approach to the increased number of hanging banners.
Highways	The applicant has submitted the following statement: <i>“The luminescence level proposed would be 691 candelas per square metre”.</i> - The information submitted is not considered acceptable. The maximum level of luminance recommended by the Institution of Lighting Engineers is to be no greater than 600 cdm as set out in Document PLG05 for luminance. - A revised plan/detail showing a reduced luminance is required to progress this application further
Alnwick Town Council	The Town Council have NO OBJECTIONS to the location, size and number of proposed signs and banners but are unhappy with the proposed colours of the banners. The Playhouse is in the Conservation Area, and needs to comply with the relevant Alnwick & Denwick Neighbourhood Plan policies. The Town Council feel that the six banners would be more sympathetic with its location within Alnwick’s Conservation Area if they were the same colour and would support any suggestions made by the Conservation Officer on this matter

5. Public Responses

Neighbour Notification

Number of Neighbours Notified	16
Number of Objections	0
Number of Support	0
Number of General Comments	0

Notices

Site notice Conservation & affect LB, 25th July 2019

Northumberland Gazette 25th July 2019

Summary of Responses:

At the time of preparing this report no neighbour or third party comments have been received

6. Planning Policy

6.1 Development Plan Policy

Alnwick and Denwick Neighbourhood Plan made July 2017
 HD7 Design in the Historic Core

APPENDIX D Advertising - Alnwick District Wide Local Plan

6.2 National Planning Policy

National Planning Policy Framework (2019)

National Planning Practice Guidance (2019, as updated)

6.3 National Planning Policy

Northumberland Local Plan - Publication Draft Plan (Regulation 19) (updated February 2019)

7. Appraisal

7.1 The two matters for consideration in determining this application are the interests of visual amenity and public safety as outlined in paragraph 67 of the National Planning Policy Framework and Policy HD7 of the Alnwick and Denwick Neighbourhood Plan (ADNP)

7.2 Appendix D of saved Policy BE13 from the Alnwick District Local Plan is also of relevance to the assessment of this application.

7.3 The Northumberland Local Plan was published in draft for consultation on 30.01.19. Policies QOP1, QOP2 and ENV 9 from this document are considered to be of relevance to this application and the application would accord with such policies. However in accordance with Paragraph 48 of the NPPF; the policies contained within the document at this stage carry some weight in the appraisal of planning applications.

7.4 In terms of highways safety the Highways Team was consulted and returned a comment that the proposed level of luminescence at 691candelas per square metres is not acceptable as the maximum level recommended by the Institution of Lighting Engineers is 600 cdm. Planning Officers are minded to agree with this professional advice and consider it reasonable and necessary to impose a condition restricting the illumination of the signage to the 600cdm limit.

7.5 The type of illumination was also queried by the Building Conservation Team who returned comment that *We note the application form refers to external illumination (which can be supported) but the detailed plans also show internal "halo" illumination. We will accept this if it was part of the existing scheme of signage. Proposals to add new internally illuminated signage raise concerns about the setting of adjacent listed and scheduled buildings*

7.6 There is illumination on the existing signage in the form of uplighters and although the use of internal illumination is not usually supported the type proposed in this instance is designed to have a relatively subtle appearance with individually placed letters being lit rather than a box sign or banner fascia which would have a much greater impact on the visual amenity of the conservation area and adjacent listed buildings as well as the non designated heritage asset itself.

7.7 Turning to the colour palette, the concerns of the Town Council and Building Conservation Team are again noted and understood. However, when viewing the change to the site holistically, including the changes to the windows and render colour, the amended colour palette is in keeping with that aesthetic.

7.8 Furthermore the site is to provide a key community hub and as such it is important that the facilities and services available are clearly signposted for the public and the use of a range of colours assists in highlighting the range and diversity of the multi use space.

Equality Duty

The County Council has a duty to have regard to the impact of any proposal on those people with characteristics protected by the Equality Act. Officers have had due regard to Sec 149(1) (a) and (b) of the Equality Act 2010 and considered the information provided by the applicant, together with the responses from consultees and other parties, and determined that the proposal would have no material impact on individuals or identifiable groups with protected characteristics. Accordingly, no changes to the proposal were required to make it acceptable in this regard.

Crime and Disorder Act Implications

These proposals have no implications in relation to crime and disorder.

Human Rights Act Implications

The Human Rights Act requires the County Council to take into account the rights of the public under the European Convention on Human Rights and prevents the Council from acting in a manner which is incompatible with those rights. Article 8 of the Convention provides that there shall be respect for an individual's private life and home save for that interference which is in accordance with the law and necessary in a democratic society in the interests of (inter alia) public safety and the economic wellbeing of the country. Article 1 of protocol 1 provides that an individual's peaceful enjoyment of their property shall not be interfered with save as is necessary in the public interest.

For an interference with these rights to be justifiable the interference (and the means employed) needs to be proportionate to the aims sought to be realised. The main body of this report identifies the extent to which there is any identifiable interference with these rights. The Planning Considerations identified are also relevant in deciding whether any interference is proportionate. Case law has been decided which indicates that certain development does interfere with an individual's rights under Human Rights legislation. This application has been considered in the light of statute and case law and the interference is not considered to be disproportionate.

Officers are also aware of Article 6, the focus of which (for the purpose of this decision) is the determination of an individual's civil rights and obligations. Article 6 provides that in the determination of these rights, an individual is entitled to a fair and public hearing within a reasonable time by an independent and impartial tribunal. Article 6 has been subject to a great deal of case law. It has been decided that for planning matters the decision making process as a whole, which includes the right of review by the High Court, complied with Article 6.

8. Conclusion

8.1 It is considered that, on balance, the signage is of an acceptable size, design and appearance and is located such that it does not detract from the visual amenity of the conservation area or designated and non designated heritage assets or cause detraction in terms of highway safety such that the application would need to be refused. As such the development has been found to be in accordance with The National Planning Policy Framework, Appendix D of Policy BE13 of the Alnwick District Wide Local Plan and policy HD7 of the ADNP.

9. Recommendation

That this application be GRANTED consent subject to the following:

Conditions/Reason

01. STANDARD CONDITIONS.

1. 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.
 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 for the display of 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.
02. The development hereby permitted shall not be carried out otherwise than in complete accordance with the approved plans. The approved plans for this development are:-

Sign A1 external entrance letters document as submitted 17.07.19

Sign A2 external entrance letters document as submitted 17.07.19

Sign A1 and A2 proposed fixing detail as submitted 17.07.19

Signs A3 – A6 external banners (graphic panels only) document as submitted
19.09.19

Signs A7 and A8 External banners document as submitted 19.09.19

Existing and proposed site plan (roof plan) drawing no. 3695.20.03 as submitted
17.07.19

Proposed elevations drawing no. 3695/30/02 rev D as submitted 17.07.19

Reason: To ensure that the approved development is carried out in complete
accordance with the approved plans.

03 Notwithstanding submitted details, signs A1 and A2 hereby approved shall not
be illuminated at a level any greater than 600 cdm, shall be static and shall be
maintained as such thereafter.

Reason: In the interest of highway safety and in adherence to the recommendations
of the Institution of Lighting Engineers.

Background Papers: Planning application file(s) 19/01724/ADE