

Parish: Stokesley
Ward: Stokesley
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Committee date:
Officer dealing: Mr Sean Rawling
Target date: 14 March 2019

19/00061/ADV

Retrospective application for five non-illuminated adverts, four painted wall adverts and an awning with signage
At Il Mulino, Church House, 30 College Square, Stokesley
For Mr Alex Cook

This application is referred to Planning Committee at the request of a Member of the Council

1.0 SITE, CONTEXT AND PROPOSAL

1.1 Church House is a ground floor restaurant premises with outside seating area, forming part of a group of buildings at the centre of College Square. The building is white rendered on the exterior, and has a mansard roof with dormer windows. The site is within the Stokesley Conservation Area and the building is identified as a Building of Local Interest forming part of an Important Frontage in the Stokesley Conservation Appraisal Supplementary Planning Document.

1.2 The application seeks retrospective advertisement consent for the display of five external signs as follows:

- A. "Il Mulino" sign wrapping around the corner of the south and west elevations of black paint with PVC lettering;
- B. The phrase "pizza, eats and drinks" on the south, front elevation of black paint;
- C. The phrase "pizza, eats and drinks" on the west, side elevation of black paint;
- D. "Il Mulino" sign on west, side elevation of black paint with PVC lettering; and
- E. "Il Mulino" PVC lettering on existing black canvas awning.

1.3 The application is an exact resubmission of 18/00741/ADV which was refused in June 2018 under delegated authority.

2.0 RELEVANT PLANNING AND ENFORCEMENT HISTORY

2.1 08/00731/ADV - Retrospective application for advertisement consent for a canopy; Granted 2 June 2008.

2.2 18/00741/ADV - Retrospective application for advertisement consent for five fascia signs and a canopy; Refused 28 June 2018.

3.0 RELEVANT PLANNING POLICIES

3.1 The relevant policies are:

Core Strategy Policy CP1 - Sustainable development
Core Strategy Policy CP16 - Protecting and enhancing natural and man-made assets
Core Strategy Policy CP17 - Promoting high quality design
Development Policies DP1 - Protecting amenity
Development Policies DP32 - General design
Development Policies DP28- Conservation

4.0 CONSULTATIONS

- 4.1 Town Council – Supports the application.
- 4.2 Public comments – None received.
- 4.3 Highway Authority - No objection.
- 4.4 Stokesley Conservation Area Advisory Group – No response received.

5.0 OBSERVATIONS

- 5.1 The main issues to consider are: (i) the impact on the character and appearance of the Stokesley Conservation Area; (ii) the impact upon the character and appearance of the building; and (iii) highway safety.

Stokesley Conservation Area

- 5.2 Policy DP28 of the Hambleton Local Development Framework states that conservation of the historic environment will be ensured by identifying, protecting and enhancing Conservation Areas.
- 5.3 Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires that in exercising an Authority's planning function special attention shall be paid to the desirability of preserving or enhancing the character or appearance of Conservation Areas.
- 5.4 The National Planning Policy Framework at paragraphs 195 and 196 requires an assessment of the potential harm a proposed development would have upon the significance of a designated heritage asset and requires that harm should be weighed against the public benefits of the proposal, including securing the optimum viable use of the building.
- 5.5 Any harm identified to a designated heritage asset must be given great weight and importance in the planning balance.
- 5.6 The site is located within the College Square character area of the Stokesley Conservation Area. This area is largely characterised by the domestic properties located on the edge of the town centre. Church House represents one of the few commercial buildings in college square and provides a soft transition visually from the commercial core to the subtle domestic buildings of varied style in the immediate vicinity.
- 5.7 It is considered that the proposed “pizza, eats and drinks” on the south and west elevations, and the “Il Mulino” signage on the canvas awning and high on the west elevation are reflective of the subtle nature and architecture of the building and area and are considered to be acceptable.
- 5.8 The large wrap around sign located on the west and south elevations covers the majority of this corner of the building from ground floor level to eaves height. It consists of a painted black circle that contrasts the white render of the building, and white PVC lettering and a thin PVC stripe denoting the Italian flag below.

- 5.9 It is considered that the large wrap around roundel sign is overbearing, dominates its surroundings and is non-characteristic of the subtle, largely domestic character of the area. The Council's Conservation Area Design Guide Supplementary Planning Document states that "corporate image should be modified to suit the area in general". The scale of the proposed wrap around sign is not consistent with this aim and is more reflective of the commercial enterprise rather than the area in which it is situated.
- 5.10 Taking the above into account, it is considered that the proposed advertisement results in less than substantial harm to the character and appearance of the Stokesley Conservation Area.
- 5.11 Paragraph 196 of the National Planning Policy Framework states "where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal, including, where appropriate, securing its optimum viable use".
- 5.12 It is considered that the use of the building as a café/restaurant represents the optimum viable use of the building and there is no objection to the principle of advertising on the building.
- 5.13 Church House has two visible facades from the main highway and adjacent car park area. It is considered that the remaining signage is appropriate and sufficient to identify the business in terms of both corporate identity and use as a café.
- 5.14 Given that the business can be otherwise appropriately advertised, it is considered that that the proposed development results in no public benefit which could outweigh the harm caused to the character and appearance of the Stokesley Conservation Area.

Character and appearance of the building

- 5.15 Policy DP32 requires that the design of all developments "must seek to achieve creative, innovative and sustainable designs that take into account local character and settings".
- 5.16 Church House has previously been identified as a Building of Local Interest and therefore, is considered a non-designated heritage asset. Paragraph 197 of the NPPF states that the effect of an application on the significance of a non-designated heritage asset should be taken into account and a balanced judgement should be taken with regard to the scale of any harm or loss of this significance.
- 5.17 The significance of Church House lies largely within its distinctiveness within its local context. The character of the building with its mansard roof and dormer windows leads to a largely domestic appearance that appropriately complements its residential surroundings but is also of suitable character to be understood in isolation. The proposed signage, with the exception of the wrap around sign, is considered to respect this significance by being sufficient in size to draw attention, but not so large as to detract from the appearance of the building.
- 5.18 The scale and location of the proposed wrap around roundel sign has an overbearing impact upon the character of the building and would serve to over commercialise it. This impact is further exacerbated by the contrast between the white render of the building and the black signage.
- 5.20 Although the sign is undoubtedly innovative and may have been acceptable in other, less historically sensitive, locations the proposed roundel sign overwhelmingly serves

to remove the domestic character of the building and therefore result in a harmful impact upon the significance of the non-designated heritage asset.

- 5.21 On this basis, it is considered that this element of the proposal does not comply with the requirements of DP32 or paragraph 197 of the NPPF.

Highway Safety

- 5.22 With the exception of the canvas awning, the signage does not protrude from the building. Furthermore, the existing canvas awning has previously been approved and does not overhang the highway or the surrounding car park.
- 5.23 The Highway Authority has assessed the proposal and confirmed it has no objection to the proposal. Therefore, it is considered that the development does not result in a detrimental impact upon highway safety.

Conclusion

- 5.24 The proposed wrap around sign is considered to be harmful to a designated heritage asset, namely the Conservation Area, in the absence of any public benefit and as such, in accordance with the NPPF the application for the wrap around element of the application is recommended for refusal. The remaining signage contained within the application is not considered to be harmful.
- 5.25 In the case of an Advertisement application it is open to the Local Planning Authority to issue a split decision. This is reflected in the recommendation set out below.

6.0 RECOMMENDATION

- 6.1 For elements B, C, D and E, as outlined in paragraph 1.2 of this report, that subject to any outstanding consultations permission is **GRANTED** subject to the following conditions:
1. (i) The consent hereby granted is valid only for five years; (ii) Any advertisements displayed and any site used for the display of advertisements shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority; (iii) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition; (iv) Where any advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority; (v) 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; (vi) No advertisement shall be sited or displayed so as to obscure or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of the highway, railway, waterway (including any coastal waters or aerodrome (civil or military)).
 2. The permission hereby granted shall not be undertaken other than in complete accordance with the submitted details; received by Hambleton District Council on 11 January 2019; unless otherwise approved in writing by the Local Planning Authority.

Reasons

1. Standard conditions are imposed by Regulation 14 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

2. In order that the development is undertaken in a form that is appropriate to the character and appearance of its surroundings and in accordance with the Development Plan Policies CP1; CP16; CP17; DP1; DP32; DP28.
- 6.2 For element A, as outlined in paragraph 1.2 of this report, that subject to any outstanding consultations permission is **REFUSED** for the following reason:
 1. The proposed wrap around sign due to its scale and positioning has an unacceptable and harmful impact upon the character and appearance of the Stokesley Conservation Area. The necessity of this sign has not been justified and it is not reflective of the subtle, largely domestic character of its surroundings. The sign is therefore harmful to the character and appearance of Stokesley Conservation Area and is contrary to Policies CP16, CP17, DP28 and DP32 of the Hambleton Local Development Framework and the Hambleton Market Towns Conservation Area Design Guide.