

**Parish: Northallerton**  
Ward: Northallerton South  
**6**

Committee Date : 13<sup>th</sup> January 2022  
Officer dealing : Mrs Tracy Price  
Target Date: 5<sup>th</sup> January 2022  
Date of extension of time (if agreed): 13<sup>th</sup> January 2022

**21/02688/ADV**

**Application for advertisement consent for 3No. Fascia signage of Aluminium letters backlit with LED 'halo' illumination**

**At: Campus @ Northallerton, Tenement House, 4 Treadmills, Northallerton**  
**For: Central Northallerton Development Company Ltd**

**This is brought to Committee as the Council has an interest in the site.**

### **1.0 Site, Context and Proposed Development**

- 1.1 Advertisement consent is sought for 3 fascia signs of aluminium letters backlit with LED 'halo' illumination at Tenement House on the former prison site.
- 1.2 Tenement House is on the site of the former HM Prison Northallerton. The installation of signage is a functional need of the proposed .
- 1.3 The advertisement consent seeks permission for the following signage;
  - Front east elevation – 2500mm x 1750mm built up aluminium letters x 50mm returns finished satin white fixed on an opal polycarbonate back trays with white LED modules fixed to give halo illumination.
  - Side south elevation – 2500mm x 1750mm built up aluminium letters x 50mm returns finished white satin fixed on Opal polycarbonate back trays with white LED modules fixed to Halo illumination.
  - Rear west elevation – 3000mm x 2100mm build up aluminium letters x 50mm returns finished satin white fixed on Opal polycarbonate back trays with white LED modules fixed to give Halo illumination.

### **2.0 Relevant Planning History**

- 2.1 21/02426/FUL, Construction of External Air Conditioning Compound and Installation of External Condenser Unit, Approved 2021
- 2.2 21/02427/LBC, Construction of External Air Conditioning Compound and Installation of External Condenser Unit., Approved 2021
- 2.3 20/01344/FUL, Conversion of the existing Grade II Listed Tenement Building into retail (A1) and office (B1). Facade improvements to include replacement windows and making good of wall and roof materials, Approved 2020
- 2.4 20/01344/FUL, Conversion of the existing Grade II Listed Tenement Building into retail (A1) and office (B1). Facade improvements to include replacement windows and making good of wall and roof materials. Approved 2020

### **3.0 Relevant Planning Policies**

As set out in paragraph 2 of the NPPF planning law requires that applications for planning permission be determined in accordance with the Development Plan unless material considerations indicate otherwise. The law is set out at Section 38(6) of the Planning and Compulsory Purchase Act 2004 and Section 70(2) of the Town and Country Planning Act 1990.

Core Strategy Policy CP1 - Sustainable development

Core Strategy Policy CP2 – Access

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

### **4.0 Consultations**

4.1 Town Council - no comments received

4.2 Highways at North Yorkshire County Council – No objections.

4.3 Listed Building Officer – Summarised Conclusion

It is noted that the signage would advertise a new venture Campus Northallerton and this is welcomed. Notwithstanding the new venture it is considered that the proposed advertisements are too large and create a cluttered appearance on the building.

4.4 Site Notice & Neighbour Notification –No representations have been received - expired 14.12.2021

### **5.0 Analysis**

5.1 The main considerations are: i) the impact on the streetscene ii) amenity; iii) highway safety & iv) heritage issues assessed separately (Listed building application submitted 21/02824/LBC)

Street scene

5.2 Policy CP1 of the Core Strategy states development that would significantly harm the natural or built environment or that would generate an adverse traffic impact will not be permitted. Proposals would be supported if they promote and encourage sustainable development. In determining applications decisions should be taken in accordance with the development plan unless there are material considerations that indicate otherwise.

5.3 Policy DP32 states that development proposals must seek to achieve creative, innovative and sustainable designs that take into account local character and settings, and promote local identity and distinctiveness.

5.4 LDF Policies Development Management (2008) Policy DP28 and 2020 Publication version of Local Plan Policy E5 reflect legislation and national planning guidance. In particular, Draft Policy E5 describes how all adverse impacts will be avoided as

far as possible, or if unavoidable how they will be minimised as far as possible; detail how, following avoidance and minimisation, the proposal would impact on the significance and special interest of each asset. Additionally, provide clear justification for the proposal, especially if it would harm the significance of a heritage asset or its setting, so that the harm can be weighed against public benefits.

- 5.5 The design for the signage has been developed with reference to the 'C4Di' branding to the other retained prison buildings on site and follows a similar design ethos.
- 5.6 The signage on the West elevation is positioned such that it is visible from the South approach on East Road where the existing retail development limits the opportunities on the South gable. This will serve to identify the building for visitors travelling by foot from the railway station. The signage to the North elevation is positioned to be visible on the approach from the North on East Road and positioned such that the future Cinema development does not obstruct it. The signage on the East elevation is positioned to be visible to staff, students and visitors approaching from the Crosby Road Car Park or other parts of the Treadmills development which is anticipated to be the most frequently used route.
- 5.7 The formation of signage on the historic prison buildings is considered to result in less than substantial harm. Clearly, signage of this nature was limited on the former prison buildings and essentially included only a simple sign at the main entrance. However, it is considered that the balance of harm lies in the lower level of less than substantial. Notwithstanding the balance of harm lying on the lower end of the spectrum there is still harm to the significance of the listed building. In order to balance this harm extract paragraphs from the NPPF have been taken into consideration and they are as follows:
- 5.8 Paragraph 193 of the NPPF states that when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.
- 5.9 Paragraph 200. Any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification.
- 5.10 Paragraph 202. 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.

#### Public Benefits

- 5.11 Public benefits may follow from many developments and could be anything that delivers economic, social, or environmental objectives as described in the National Planning Policy Framework. National Planning Practice Guidance and Historic England also set out what is meant by the term public benefits, Historic England state that: When dealing with designated heritage assets, the public benefits of

the proposal can cover a wide range of considerations the continued conservation of a heritage asset is a public benefit. In this case, the re-use of the building is considered a Public Benefit along with the economic and educational activities derived from the use. It is considered that the signage is necessary for the effective functioning of the premises.

- 5.12 The lettering proposed on the fascia will be halo illuminated. The halo illumination proposed has been effective in introducing a low level of intensity in terms of illumination and assists in advertising the function of the building for users.
- 5.13 Taking into account the design of the advertisement along with the Public Benefits of the re-use of the building, it is considered that the harm of the proposals is outweighed by the Public Benefit.

#### Amenity

- 5.14 The proposed signage is located at high level and is halo lit. It is considered that the proposed development will have no significant detrimental impact on residential amenity would not give rise to an unacceptable impact as assessed against policy DP1.

#### Highway safety

- 5.15 In the consideration of advertisement applications, highway safety has to be considered to ensure that the signs do not cause a distraction to drivers. The Highways Authority has been consulted on the application and has raised no objection to the application. It is considered that the signs have no highway safety impacts and is in accordance with the adopted Local Plan.

#### Planning Balance

- 5.16 It is considered that the development results in less than substantial harm to the setting of the heritage asset. That harm is at the lower end of the scale of harm and is considered to be sufficiently off-set by public benefit. Based on the above assessment the proposal is recommended for approval.

## 6.0 Recommendation

- 6.1 That subject to any outstanding consultations the application be **GRANTED** subject to the following condition(s)

1. The development hereby permitted shall be begun within three years of the date of this permission.
2. The permission hereby granted shall not be undertaken other than in complete accordance with the drawing(s) and/or details 13271-4111 reva, 002 received by Hambleton District Council on 10th November 2021 unless otherwise agreed in writing by the Local Planning Authority.

The reasons are:-

1. To ensure compliance with Sections 91 and 92 of the Town and Country Planning Act 1990 and where appropriate as amended by Section 51 of the Planning and Compulsory Purchase Act 2004.
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 Policy(ies) CP1, CP16, CP17, DP1, and DP32.