

Appeal Decision

Site visit made on 5 January 2017

by Claire Searson MSc PGDip BSc (Hons) MRTPI IHBC

an Inspector appointed by the Secretary of State for Communities and Local Government

Decision date: 23 January 2017

Appeal Ref: APP/M9496/Z/16/3160705

Bridge Inn, Calver Bridge, Calver, S32 3XA

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
 - The appeal is made by Ms Elisa Blackburn (Greene King) against the decision of Peak District National Park Authority.
 - The application Ref NP/DDD/0516/0444, dated 12 May 2016, was refused by notice dated 17 August 2016.
 - The advertisement proposed is illuminated and non-illuminated signage to the exterior building.
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Decision

1. The appeal is dismissed.

Procedural Matter

2. During the course of the application, an amended plan was received illustrating a revised colour scheme for the directional post sign. In addition, the signage has been erected. However, at my site visit I saw that the submitted plans do not match some of the erected signage. Specifically I saw that 2no menu cases and car park disclaimers were erected whereas the application relates to the erection of 1 of each of these signs. The directional post sign also did not match the amended plan. For clarity, I have determined the appeal on the basis of the submitted drawings, including the amended plan reference MISC 28.7.16 8761-planning AH.

Main Issue

3. The main issue is whether the proposed signage would preserve or enhance the character and appearance of the Curbar No 1 Conservation Area and the effect on the special architectural and historic interest of the Grade II* listed Calver Bridge.

Reasons

4. The appeal site comprises of The Bridge Inn Public House and also encompasses its grounds including a garden area and car park. The Bridge Inn is a traditional building constructed from the local gritstone and a stone slate roof, which is typical of the area. The appeal site is located within Curbar No 1 Conservation Area (CA) and is also located directly adjacent to Calver Bridge, a grade II* listed triple arch road bridge which dates from c1800 and is made from coursed gritstone.
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5. Calver Bridge forms the original crossing of the River Derwent which was then later bypassed to the south of the appeal site by Baslow Road. Today this forms a busy 'A' road. Accordingly, the appeal site is prominently located forming an island between these two roads. The CA Appraisal identifies the old road and bridge area as a functional part of the village and a tourist attraction and I consider that the appeal building makes a positive contribution to the character and appearance of the CA.
6. It is understood that, with the exception of the hanging sign and the face lettering to the North West gable, the signage proposed is a direct replacement for previous approved signage in terms of location. The submitted photographs illustrate that the previous signage comprised of painted timber fascias in a muted green colour with white lettering.
7. The letters to the front and side elevations are 3D in nature and are individually mounted and illuminated. The remaining signage comprises of more traditional timber painted panels. With the exception of the proposed directional post sign, the signage has an orange background with black lettering. The design of the directional post sign has been amended and is now proposed to have a black background with orange lettering.
8. Advertising in a variety of styles, sizes, colours, and materials is not uncommon within the locality and I am satisfied that the number of signs and their location and positioning on the public house as well as around the site is acceptable and would not give rise to any harm to amenity. The style and design of the individual lettering, although contemporary, also does not detract and allows for more of the original building to be visible, when compared with the previously approved scheme.
9. However, while the colour of the amended directional sign would be acceptable, I find that the bright orange colour of the remainder of the signage to be particularly strident against the muted tones of the host building. In this prominent and sensitive area, I consider that the various signs appear as an overly dominant and intrusive feature as experienced from within the CA and is significantly at odds with the character of the locality.
10. Moreover, while the levels could be controlled by condition, I consider that the illumination of the signage would also further compound its prominence, particularly at night time.
11. As incongruous additions, I consider that the proposals result in harm to the character and appearance of the CA. Furthermore, The Bridge Inn and Calver Bridge form a historic grouping which positively contributes to the significance of both the CA and the setting of the Grade II* bridge itself. I therefore also find harm to the significance of the Bridge, as derived from its setting.
12. The appellant has sought to justify any harm against the public benefits, in accordance with paragraph 134 of the National Planning Policy Framework (the Framework), and considers this to be negligible. However, while the designated heritage assets are a relevant consideration when considering the effect on amenity, I am not obliged to consider the policy of the Framework in the determination of an advertisement consent appeal. In finding harm in respect of amenity, I am not required to weigh this against the public benefits cited by the appellant.

13. I note that the Planning Officer recommended that permission be granted. However, I agree with Council Members and I consider that there are sufficient grounds for refusing consent on amenity in respect of harm to designated heritage assets.

Conclusion

14. For the reasons set out above, and having considered all other matters raised, I conclude that the proposal is unacceptable on amenity grounds and the appeal is dismissed.

C Searson
INSPECTOR