YORKSHIRE DALES NATIONAL PARK AUTHORITY

Committee:	Planning	**Parish:**	Grassington
Date:	12 March 2024	**Officer:**	Janet Perry
Applicant:	Mr A Biggin	**Application:**	C/33/22B/AA
Site Address:	Siegfried's Retreat, Manor Hill, 2 Garrs Lane, Grassington, Skipton, North Yorkshire, BD23 5AQ		
Proposal:	Consent to display 2 No fascia signs - one on front elevation and one on side (gable) elevation (retrospective)		

PURPOSE OF REPORT

1. That Members APPROVE advertisement consent for the above development in accordance with the recommendation below.



REASON FOR COMMITTEE CONSIDERATION

2. This application is reported to Committee for the following reason: The Parish Council recommendation is contrary to the decision which the Head of Development Management proposes to take.

APPLICATION SITE

3. The advertisement consent relates to Manor Hill, 2 Garrs Lane, Grassington. Just off Grassington Square, within Grassington Conservation Area.

PROPOSAL

4. Consent to display 2 No aluminium fascia signs - one on front elevation and one on side (gable) elevation. The advertisement consent is retrospective. The size of the signs are 1.6m x 0.4m on the front and 0.4m x 0.3m on the side. The signs are black with cream letters. The sign states the name of the flat at first and second floor – Siegfried's Retreat.

RELEVANT PLANNING HISTORY

5. Planning permission was sought for the change of use of the first and second floor to residential accommodation for a local occupancy dwelling/holiday let. This application has recently been approved. Previous to this an earlier application for the same proposal was refused as the applicant had replaced traditional timber windows with modern timber and uPVC replacements. This earlier, refused application is now the subject of an appeal.

CONSULTATIONS

6. The comments of statutory and non-statutory consultees are summarized below:

Craven District Council - No comments received.

Highway Authority - There are no local highway authority objections to the proposed signs.

Grassington Parish Council - objects to the sign on the front of the building at first floor level being given planning consent; it is out of character with the adjoining conservation area and sets an inappropriate precedent for advertisement of first floor business premises.

PUBLIC RESPONSES

Public responses received at the time of writing: 1

7. A site notice was posted at the site on 6 January 2023.

8. One letter of objection has been received. The letter states that the sign is too large and too prominent and sets a precedent for all other holiday lets in the village. Holiday lets are generally indicated by a small sign, in keeping with the property and do not stand out from other permanently occupied houses. This sign would be an incentive for other owners of holiday lets to make their signs more prominent.

ASSESSMENT

Key Issues:

- Planning Policy
- Visual Impact
- Highways
- Parish Council comments
- Equality Act

PLANNING POLICY

9. Local Plan Policy SP2 stipulates that development must further the National Park statutory purposes: the conservation an enhancement of natural beauty, wildlife and cultural heritage, and promoting opportunities for understanding and enjoyment of the special qualities of the Park. Policy SP4 sets out design standards for new development.

10. Local Plan Policy L1 (Heritage Assets) states that development proposals that result in substantial harm to structures which make a positive contribution on the conservation area will only be permitted in exceptional circumstances.

11. This echoes advice in the National Planning Policy Framework (2023), which states that 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 (para 205).

12. The National Park Design Guide states that fascia signs should be of a suitable size, in proportion with the scale of the building. Hand painted lettering should be of a matt finish and consist of dark colour letters on a light background.

VISUAL IMPACT

13. The sign on the front of the building is one of two signs on the frontage. The other sign at the property is a red, white and blue sign which is prominent and

is bolder in appearance than the sign seeking consent. The red, blue, white sign is advertising the Estate Agent occupying the ground floor area of the building, this sign falls within permitted development limits and does not require advertisement consent. The sign, the subject of this application is black with cream letters and is in keeping with the character and use of both the building and the surrounding buildings, which are mainly shops, cafes and pubs. There are a number of signs in this area as it is the core retail area of Grassington and there are signs at first floor level in and around the square. The size, materials, colour and position of the signs are not out of character for the area, nor do they visually harm the building or Grassington Conservation Area.

HIGHWAYS

14. The signs are located on a building within Grassington town centre, they are not hanging over the highway or have any bright colours or letters which may distract drivers. The signs have no impact on highway safety.

PARISH COUNCIL COMMENTS

15. Grassington Parish Council objects to the sign on the front of the building at first floor level as they consider it to be out of character with the adjoining Conservation Area and sets an inappropriate precedent for advertisement of first floor business premises.

16. Although it is more unusual to have signs advertising first floor premises in a retail centre, the planning consideration must be in relation to the size, colour, material of the sign and its impact on visual amenity rather than where the business is located. It is considered that the sign is of muted colours and does not look out of character in this area, in close proximity to Grassington Square.

EQUALITY ACT

17. The Authority has a duty under s.149 of the Equality Act 2010 to have regard to the need to eliminate discrimination and advance equality of opportunity between persons who share a relevant characteristic and persons who do not share it. The relevant characteristics are: age; disability; gender reassignment; marriage and civil partnership; pregnancy and maternity; race; religion or belief; sex and sexual orientation.

18. It is considered that there are no overt reasons why this proposal would affect anyone with the protected characteristics such that the application should be permitted or refused on equality grounds.

CONCLUSION

19. The proposed advertisement would not cause significant harm to visual amenity or public safety and is considered to be acceptable in terms of its appearance on the building, in the surrounding area and within Grassington Conservation Area.

20. The proposed advertisement is therefore considered to be in accordance with Local Plan Policies SP4, L1 and advice in the NPPF (2023) and is recommended for approval.

RECOMMENDATION

21. It is recommended that consent is GRANTED subject to conditions including the following:

- Plans Condition.
- Removal of sign when no longer required.
- No illumination of sign.