

**BLAKENEY – LA/19/1560 - External alterations to facilitate 1 x illuminated fascia sign and 1 x illuminated hanging sign; 5A The Granary, High Street, Blakeney, Holt, NR25 7AL, for The Blakeney Cottage Company**

**‘Other’ development**

- **Target Date: 08 November 2019**
- **Extension of Time: 14 December 2019**

Case Officer: Alastair Curran  
Listed Building Alterations

**RELEVANT SITE CONSTRAINTS**

Listed Building Grade II  
Within Conservation Area  
Within Area of Outstanding Natural Beauty  
Part of the North Norfolk Heritage Coast

**RELEVANT PLANNING HISTORY**

PLA/19891913 LA  
The Granary, High Street, Blakeney  
TO REPLACE BLAKENEY KNITWEAR SIGN AND FIX BURROWS SIGN  
Approved 18/09/1989

PLA/19891912 AN  
The Granary, High Street, Blakeney  
NON-ILLUMINATED ADVERTISEMENT  
Approved 29/09/1989

PLA/20041708 LA  
5 The Granary, High Street, Blakeney, Holt, NR25 7AL  
INTERNAL ALTERATIONS TO FACILITATE CONVERSION OF ONE SHOP INTO TWO DWELLINGS  
Approved 11/11/2004

PLA/20081347 LA  
5 The Granary, High Street, Blakeney, Holt, NR25 7AL  
INTERNAL ALTERATIONS TO SUB-DIVIDE SHOP AND INSTALL TOILET  
Approved 17/11/2008

**THE APPLICATION**

The building is a two-storey Grade II listed former granary from late 17<sup>th</sup> Century. It is now used as a holiday letting and rental business.

The application is for works to the Listed Building to facilitate the erection and display of 1 x illuminated fascia sign and 1 x illuminated hanging sign. The fascia sign is on the east elevation, facing into High Street, above the front entrance door. The hanging sign is proposed on the north elevation, pointing toward the quay, sited beneath the first floor window and the ground floor window.

An associated application for advertising consent has been submitted (application ref ADV/19/1297). Both applications were originally proposed with 2no. externally illuminated fascia signs in September 2019 and have since been revised in October 2019 to the current proposal, replacing an externally illuminated fascia sign on the north elevation with an externally illuminated projecting hanging sign.

## REASONS FOR REFERRAL TO COMMITTEE

Councillor Karen Ward has called the application to committee on the grounds that the proposed development would be detrimental to the character and appearance of the streetscene and Conservation Area.

## PARISH / TOWN COUNCIL

### Blakeney Parish Council – Objects.

Objections raised regarding the proposed illuminations and the proposed hanging sign. The following concerns are raised:

- Out of keeping with the surrounding area.
- Does not protect nor enhance the Conservation Area.

## REPRESENTATIONS

7 objections have been received in total with 5 objections being from the same individual. The objections received are regarding:

- Out of keeping with the area.
- Detrimental impact upon Conservation Area and Listed Building.
- Contrary to the aims of the Conservation Area Appraisal.
- The hanging sign on the North Gable will detract from the historical significance and purpose of the host building as a Granary. The sign will make the building resemble an old pub.
- The hanging sign will detract from the discreet plaques which record the important Historic High Tide Marks - a key part of the effect which the sea has had on the development of Blakeney and its connection with the sea and which are viewed and included in photographs/images by many thousands of visitors.
- The submitted Heritage Statement is deficient.

### Non-material considerations:

- Amendments to an application should involve the application being withdrawn.
- Light pollution.
- Impact on nocturnal character of the locality (impact on dark skies).
- Impact on Area of Outstanding Natural Beauty.
- Landscape Officers were not consulted on this application.

## CONSULTATIONS

Conservation and Design Officer - No objection.

Following revised drawings for the replacement of a sign board with a traditionally designed hanging sign and the reduction in size of the fascia sign, no objections are raised.

## STANDING DUTIES

Due regard has been given to the following duties:

Equality Act 2010

Crime and Disorder Act, 1998 (S17)

Natural Environment & Rural Communities Act 2006 (S40)

The Conservation of Habitats and Species Regulations 2017 (R9)

Planning Act 2008 (S183)

Human Rights Act 1998 – this incorporates the rights of the European Convention on Human Rights into UK Law - *Article 8 – Right to Respect for Private and Family Life*

Planning (Listed Buildings and Conservation Areas) Act 1990 (S66(1) and S72)

## Local Finance Considerations

Under Section 70(2) of the Town and Country Planning Act 1990 the council is required when determining planning applications to have regard to any local finance considerations, so far as material to the application. Local finance considerations are not considered to be material to this case.

## POLICIES

North Norfolk Core Strategy (September 2008):

Policy EN 4 – Design

Policy EN 8 - Protecting and Enhancing the Historic Environment

## OTHER MATERIAL CONSIDERATIONS

National Planning Policy Framework (February 2019) (NPPF):

Section 16 - Conserving and enhancing the historic environment

Supplementary Planning Documents:

North Norfolk Local Development Framework Design Guide (Adopted December 2008)

Blakeney Conservation Area Appraisal and Management Plan (Adopted July 2019)

## **OFFICER ASSESSMENT**

The application is for listed building consent and therefore the only matters for consideration are whether the works proposed are acceptable and would not be detrimental to the historic architectural character, appearance or fabric of the Grade II listed building. The application seeks Listed Building Consent to facilitate the erection and display of an illuminated fascia and an illuminated hanging sign.

### **Site location and description:**

The application site is a Grade II Listed Building which lies within the AONB and the Blakeney Conservation Area. The application site occupies a corner plot at the north end of the High Street and The Quay, with the River Glaven estuary located due north of the host building. The High Street and surrounding location is defined by its mixed character portraying a range of uses including commercial uses which display a variety of advertisements. There is a uniformity to the scale and appearance of the area, partly due to the absence of illuminated signage.

The applicant has proposed a hanging sign on the north elevation to be visible both east and west along the Quay. Although this was not proposed initially, the applicant has stated this is needed in revised plans to overcome initial heritage concerns and to retain an element of symmetry intrinsic to the character of the host building.

However, correspondence with the applicant since has confirmed their intention to allow the hanging sign to be illuminated during the night with the intention that visitors to the business's guest houses in the village would need to find the building outside office hours to collect / deposit their holiday let keys.

The east / front elevation to the high street already includes a ground level mounted fascia sign adjacent to the door, which the applicant proposes to retain.

### **Design and impact upon the heritage asset:**

The proposed development would see the erection and display of two externally illuminated advertisements, which following revisions have been reduced in size and scale with a small fascia proposed to sit above the front entrance in a similar style to those already prevalent within the streetscene.

The application also proposes a traditionally designed hanging sign to be displayed on the principle elevation which fronts The Quay.

The proposed hanging sign has been located in a central position under a protruding oriel window which would preserve the symmetry of the building whilst diminishing the prominence of the protruding sign above by virtue of the existing window adding depth to the prominent elevation.

The proposed signs are of a small size and scale and will be constructed of traditional materials aiding their integration into the historic building whilst constituting subservient additions. The application building has seen changes in its use since its original construction, and the proposed development would add to the existing architectural fabric of the building whilst physically portraying the natural evolution of the architectural buildform and use of the building. As such, the proposal is considered to add to the architectural character of the building whilst, by virtue of the simplistic design and small scale, sympathetically integrate into the historic fabric of the building allowing for the historic origins to still be clearly read.

The application proposes external illuminations in the form of trough lights. The proposed lighting would result in a subtle wash down the face of the boards and would cause no harm to the appearance of the Listed Building. Given the building's historic character, the proposed adverts would be viewed as later additions, and given the limited size and scale of the proposed development, would not disrupt or detrimentally detract for the buildings historic form. There would not be any loss of historic fabric.

Overall, the proposed development is considered to have an acceptable impact upon the setting and integrity of the listed building and would not result in an unacceptable loss of historic fabric due to the minimal intervention needed to facilitate the signage. As such, the proposed development is considered to be acceptable in regard to the historic character and appearance of the Listed Building and in accordance with Policies EN 4 and EN 8 of the Core Strategy, the North Norfolk Design Guide, the Blakeney Conservation Area Appraisal and Sections 12 and 16 of the NPPF requiring good design and the preservation or enhancement of the historic environment.

**Other issues:**

An objection has been received relating to landscape impacts, impacts on the Area of Outstanding Natural Beauty, and the lack of conformity with the aims of the Blakeney Conservation Area Appraisal. These are factors which are not material considerations to this application for listed building consent, but those same issues are addressed within the application for advertising consent (ADV/19/1297).

**Conclusion and Recommendation**

The application is for a trough-lit externally-illuminated fascia board fronting the High Street and a projecting, externally-illuminated hanging-sign facing The Quay. The proposed signage boards, following revisions, are of a modest size and sympathetic design which would not compromise the character and appearance of the host Listed Building. The proposed illuminations would be of a small scale provided through the trough lighting, which would create a small wash down the front of the boards resulting in no detrimental detracting from the architectural significance or historic prominence of the host Listed Building.

As such, it is considered the proposal for listed building consent should be approved as it accords with Policies EN 4 and EN 8 of the Core Strategy, and Sections 12 and 16 of the National Planning Policy Framework requiring good design and the preservation or enhancement of the historical environment.

**RECOMMENDATION:**

To APPROVE the application for listed building consent (ref. LA/19/1560) subject to the conditions specified below and any others deemed to be necessary by the Head of Planning:

**Conditions**

1. This listed building consent is granted subject to the condition that the works to which it relates must be begun not later than the expiration of three years beginning with the date on which the consent is granted.

**Reason:**

The time limit condition is imposed in order to comply with the requirements of Section 18(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by Section 51 of the Planning and Compulsory Purchase Act 2004

2. The works to which this consent relates shall be undertaken in strict accordance with the following approved plans, drawings and specifications;
  - Revised Front Elevation Sign A2, received by the Local Planning Authority 15/10/2019;
  - Revised Side Elevation Sign C, received on 15/10/2019;
  - Revised Technical Specification – Trough lighting and fixing brackets, received 15/10/2019;
  - Location Plan of 5a The Granary, received on 12/09/2019.

Reason:

To ensure the works are carried out in accordance with the expressed intentions of the applicant and to ensure the satisfactory completion of works in accordance with Policies EN 4 and EN 8 of the adopted North Norfolk Core Strategy.

3. Any damage to the fabric of the building resulting from the carrying out of the works hereby permitted shall be made good within 28 days of occurrence, to the reasonable satisfaction of the Local Planning Authority.

Reason:

To protect that part of the building which is to be retained, in accordance with Policy EN 8 of the adopted North Norfolk Core Strategy.

#### Advisory Notes

1. This listed building consent does not confer permission for the advertisements. The applicant is advised that any proposals for signs or advertisements on the building subject to this planning permission may require separate consent under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Advice on this matter can be sought by writing to the District Council's Planning Division giving details of the proposed signs or by telephoning (01263) 516150.