

REFERENCE NO: CR/2019/0646/ADV

LOCATION: [THE TREE, 103 HIGH STREET, NORTHGATE, CRAWLEY](#)
WARD: Three Bridges
PROPOSAL: ADVERTISEMENT CONSENT FOR:
NON-ILLUMINATED LETTERING 'CRAWLEY MUSEUM' ON THE ON THE HIGH STREET
ELEVATION
1 X NON ILLUMINATED ENTRANCE FASCIA SIGN ON THE BOULEVARD ELEVATION.
1 X NON-ILLUMINATED FREESTANDING WELCOME SIGN
(AMENDED DESCRIPTION AND AMENDED PLANS RECEIVED)

TARGET DECISION DATE: 3 March 2020

CASE OFFICER: Mr M. Robinson

APPLICANT'S NAME: Crawley Borough Council
AGENT'S NAME:

PLANS & DRAWINGS CONSIDERED:

Drawing Number	Revision	Drawing Title
4631-101	C	Sign Location Plan
CBC 0001		Sign 1
CBC 0002	A	Sign 2
CBC 0003	A	Sign 3
CBC 0001A		Sign 1 Photomontage
CBC 0003A		Sign 3 Photograph

CONSULTEE NOTIFICATIONS & RESPONSES:-

- | | | |
|----|-------------------------|---|
| 1. | Listed Building Officer | No objection to revised sign 2 or the original signs 1 or 3. |
| 2. | Central Crawley CAAC | Sign 1 – Support
Sign 2 – Comment - Should be free standing or bracketed off of the wall to prevent differential weathering of the brickwork.
Sign 3 – Comment – Should be the same colours as sign1. |

NEIGHBOUR NOTIFICATIONS:-

The application was advertised with a site notice on site (19th February 2020) and a press advert (12th February 2020).

RESPONSES RECEIVED:-

No other responses have been received.

REASON FOR REPORTING TO COMMITTEE:-

Crawley Borough Council is the applicant.

THE APPLICATION SITE:-

- 1.1 Located on the northeast corner of the junction of High Street and The Boulevard, the site is occupied by a grade II listed two storey building, with ancillary modern two-storey office block (the Annexe) and parking to the east. It is in use as Crawley Museum.
- 1.2 The historic listed building forming this application includes a timber framed hall house, dated in the listing description as being from C15th, but identified in more recent survey work as likely to be from the C13th. There are later additions to the north and east of the original building. Externally the historic building is finished in brick, with a plain tile, Horsham stone and slate roof materials. There is some exposed timber framing and decorative tile hanging.
- 1.3 The Annexe building to the east of the historic listed building is two storey, constructed in brick, with a tile roof and modern windows. The historic building and Annexe have been linked together by a recently constructed two storey glazed link.
- 1.4 A small courtyard with bin storage area is located to the north of the glazed link. The main public access is from the stairs and ramp adjoining The Boulevard. Part of the southern boundary has been landscaped and there is grass to the west, south west and north-west of the historic building.

THE PROPOSED DEVELOPMENT:-

- 2.1 This application seeks advertisement consent for the installation of two non-illuminated signs on the building and a free standing sign close to the pavement on The Boulevard
- 2.2 Sign 1 – Entrance fascia sign. This would be located to the east of the main entrance doors in the recently erected two storey glazed link. It would cover some of the dark grey panels and would have a vertical emphasis. The sign itself would be from ground level to above the level of the 1st floor. It would be 3.9m in high by 0.75m wide, with the bottom 0.15m from ground level. The aluminium panel would have a dark green tree at ground floor with “Crawley Museum” in white lettering above on a light green background.
- 2.3 Sign 2 – “Crawley Museum” Letters – Would be situated on the High Street elevation on brickwork towards the southern end building. The sign would be 0.9m in height and 2.5m wide. The individual steel powder coated black letters would be 0.36m in height and would be mounted on 50mm high stainless steel lines that would also serve as the mounting brackets. The signs would project 50mm from the wall. The sign would be mounted 2.1m from ground level on the brick work between the ground and 1st floor windows.
- 2.3 Sign 3 – Free standing sign sited close to the Boulevard to the south of the building. This is retrospective and is already installed. At 1.9m in height and 0.6m wide, this stand-alone sign is adjacent to the main pedestrian access to the museum. It is a powder coated aluminium sign supported by a powder coated and a stainless steel support posts. The “Crawley Museum” lettering is cut through the powder coated panel. Other information (times of opening, fees, organisations connected to the opening/operation of the museum) is provided on vinyls applied to the aluminium panel.
- 2.4 The application originally included a free standing pole sign on the Boulevard side of the building close to the junction with High Street. This has been withdrawn from the application due to concerns about its siting, appearance and impact on the setting of the listed building.

PLANNING HISTORY:-

- 3.1 The following is the recent planning history since the building opened as a museum.
- 3.2 There was an application for **1 year** ending on **29/03/2019** for ADVERTISEMENT CONSENT FOR 1 NON ILLUMINATED BANNER. Ref CR/2018/0042/ADV granted in 2018 as a temporary sign across the entrance on the glazed link. At the same time listed building consent for G CRAMPS FIXED TO METAL UPRIGHTS TO ATTACH TEMPORARY BANNER was also consented Ref. CR/2018/0041/LBC and it this also expired on 29th March 2019.

- 3.3 This is a concurrent listed building consent application for the installation of NON-ILLUMINATED LETTERING 'CRAWLEY MUSEUM' ON THE ON THE HIGH STREET ELEVATION and 1 X NON ILLUMINATED ENTRANCE FASCIA SIGN ON THE BOULEVARD ELEVATION. Ref CR/2020/0012/LBC. This applies to signs 1 and 2 of this application and is also for consideration on this committee agenda.

PLANNING POLICY:-

Planning (Listed Buildings and Conservation Areas) Act 1990

- 4.1 Section 66 (1) of the PLBCA 1990 places a statutory duty on local planning authorities and provides that:

“In considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority or, as the case may be, the Secretary of State shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.”

Section 16(2) of the act states in relation to decisions for listed building consent that

“In considering whether to grant listed building consent for any works the local planning authority or the Secretary of State shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.”

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

- 4.2 The key considerations in the determination of advertisement consent applications are the impact upon amenity and public safety.

The National Planning Policy Framework 2019 (NPPF)

- 4.3 Section 12: Achieving well-designed places, paragraph 132 states that the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

- 4.4 Section 19 addresses conserving and enhancing the historic environment.

- 4.5 Paragraph 192 states that:

“In determining planning applications, LPAs should take account of:

- *the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;*
- *the positive contribution that the conservation of heritage assets can make to sustainable communities including their economic vitality; and*
- *the desirability of new development making a positive contribution to local character and distinctiveness.”*

- 4.6 Paragraph 194 highlights the importance of considering the significance of the heritage asset and that any harm or loss should require clear and convincing justification.

- 4.7 Paragraph 195 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.”

The “Historic Environment” National Planning Policy Guidance. (NPPG)

- 4.8 The section “*Decision-making: historic environment*” is of relevance and provides guidance on handling applications that would have an impact upon heritage assets.

Crawley Borough Local Plan 2015-2030:

Policy CH3 (Normal Requirements of All New Development). Proposals must adhere to any relevant supplementary planning guidance produced by the council including advice on signs and advertisements.

- 4.9 Policy CH12 (Heritage Assets). All development should ensure that Crawley's heritage assets are treated as a finite resource and that key features of significance are not lost as a result of development. Required Heritage Impact Assessments should describe the significance of the asset affected and the contribution made by their setting, the impact of the development and any measures adopted to ensure the heritage asset is respected, preserved or enhanced or exceptionally relocated.
- 4.10 Policy CH15 (Listed Buildings and Structures). This requires all works to Listed Buildings to consistent with the character, appearance and heritage value of any Listed Building in accordance with National Legislation, policy and Guidance. Changes must preserve or enhance the design and character of the Listed Building and have regard to its historic significance.

Emerging Crawley Borough Local Plan 2020 – 2035 (January 2020)

- 4.11 The Local Plan Review 2020-2035 has been published for Regulation 19 consultation and therefore limited weight should be given to the following applicable policies:
- DD1 - Normal Requirements of All New Development.
 - DD7 - Advertisements.
 - HA1 – Heritage Assets
 - HA4 – Listed Buildings and Structures

Urban Design Supplementary Planning Document (adopted October 2016):

- 4.12 The Urban Design SPD is a non-statutory document which supplements the policies of the Local Plan and is applicable to this application. It contains guidelines on the standards the Council expects for the public design and the advertisements and signs. In particular, it states that:
- *'Advertising and signs should not impact the visual amenity of the surrounding area and should not pose any danger to highway safety. The material, lighting, colour and scale of the advertisements should relate to the building and development they are attached to.'*
 - *Fascias should be designed in order to enhance the streetscape and building, rather than to just advertise premises. The proportions of fascias should be based on the character of the surrounding area and streetscape and the proportions on the building they sit within.*
 - *Main advertisements and signs should normally be located on the most prominent frontage of the premises.*
 - *Smaller adverts may be appropriate on other elevations, but should be kept to a minimum.*
 - *Signs should be of an appropriate size for the building on which they are displayed and should not seek to dominate or visually detract from those buildings.*
 - *The visual clutter of a mixture of sizes and styles of signs and advertisement boards must be avoided.'*

PLANNING CONSIDERATIONS:-

- 5.1 The key considerations in the determination of this application are:
- the impact of the proposals on the setting of special architectural and historic character of the Listed Building;
 - the impact upon visual amenity and the street scene;
 - the impact upon public safety.

The impact of the proposals on the setting of special architectural and historic character of the Listed Building:

- 5.2 **Sign 1** - The position of sign 1 on the new glazed link would not have a direct impact on the historic fabric of the Listed Building. It is considered to be sited sympathetically to the side of the main entrance covering an area of modern dark grey panelling. Its size and design is also considered acceptable. It is not considered it would cause harm to the special architectural and historic character of the Listed Building.
- 5.3 **Sign 2** - This sign comprising the words "Crawley Museum" finished in black and attached below to a 50mm stainless steel bar, would be located on the brick work on the High Street elevation. This is an area of the building with historic importance, being one of the important and visually prominent elevations of the building and is constructed with traditional materials. The location of the sign between the ground floor and 1st floor windows is considered appropriate, and the traditional typeface of what are effectively independent letters to be finished in black, mounted so that they would not have a significant level of protrusion from the wall is also considered to be sympathetic to the character of this elevation. The revision to the signage plan involving changing the colour of the bar from black to stainless steel, provides a contrast with the black colour of letters and would enable the words "Crawley Museum" to be read more clearly.
- 5.4 It is therefore considered that this sign would have a minimal and reversible impact upon the historic fabric of the building and in terms of its siting, scale and design, it would help to advertise the Crawley Museum, without causing harm to the listed building's character or appearance. The Central Crawley Conservation Area Committee commented that this signage should be on a bracket to keep it away from the wall, and thereby limit the potential future discolouration of the brick work on this elevation that may occur from the weathering of the brick work not covered by the sign. Whilst the sign is not to be set off from the wall by any significant distance, it would have very few points of attachment and as noted above this would limit the physical damage to the building. Any discolouration of the brickwork due to weathering, or the build-up of deposits could be easily be addressed if the signage is removed by cleaning of the brickwork, without a need for a further listed building consent or damage to the building. It is therefore considered that notwithstanding these comments, this sign as submitted does not require revision, to address this concern.
- 5.5 **Sign 3** is a modern free standing sign sited close to the main pedestrian entrance to the south of the museum. It is generally viewed against the back drop of the more modern parts of the building and is considered to be separated from the more historic part of the building as to have little impact upon its setting. The impact upon the setting of listed building is therefore considered to be acceptable.
- 5.6 The impact on the special architectural and historic character of the Listed Building would therefore be acceptable.

The impact upon visual amenity and the street scene;

- 5.7 Details of the signs are set out above. The three signs proposed are considered to be of appropriate materials and designed to respect the context of the building where they would be sited. They are considered to be of a relatively modest scale and not be overly conspicuous within the street scene and as 3 signs would not result in a harmful visual impact from advertising clutter
- 5.8 The Central Crawley Conservation Area Committee has commented that the sign 3 should be in colours to match sign 1. It is however considered that as sign 3 would be outside the area that would be considered to be within the immediate curtilage of the building, and it relates more to the adjacent street, then it does not have a direct relationship to the other signage. On this basis, it is not considered that this sign does need to be revised to match sign 1. Whether the signage should have been designed to follow a standard/corporate advertisement strategy/design is however a matter for the applicant to decide upon, but it is not considered in difference between the colours/designs of signs shown in this case would harm visual amenity.
- 5.9 The signs would therefore have an acceptable impact upon visual amenity and the wider street scene and would accord with the Councils adopted guidance in the Urban Design SPD.

The impact upon public safety

- 5.10 None of the signs would be illuminated and there is therefore likely to be very little distraction to vehicular users of the highway as they would be sited against a backdrop of the existing building or clear of the pavement. They would not interfere with highway visibility splays, due to being either sited on the building or in the case of the free standing entrance sign, its distance from road junctions and access/egress points. The signs would all be clear of the public highway and would not therefore cause an obstruction to users of the pavement. The impact upon public safety would therefore be acceptable.

CONCLUSIONS:-

- 6.1 The three signs proposed would be the main signage for Crawley Museum. They are considered acceptable individually and the impact cumulatively would not result in visual clutter. Their overall impact on the setting of the listed building, visual amenity and the street scene would also be acceptable. It is also not considered that there would be a hazard to public safety. There is also a clear public benefit to being able to advertise this important cultural and historic facility within Crawley. The proposed signs would therefore comply with the requirements of the Planning (Listed Buildings and Conservation Areas) Act 1990, the relevant paragraphs of the NPPF, the guidance in the NPPG, policies CH3, CH12 and CH15 of the Crawley Borough Local Plan and the guidance in the Urban Design SPD 2016.

RECOMMENDATION RE: CR/2019/0646/ADV

CONSENT subject to the standard advertisement conditions:

1. A. 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.

B. No advertisement shall be sited or displayed so as to-
(i) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
(ii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
(iii) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

C. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

D. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

E. Where an advertisement is required under these regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

REASONS: (A) to (E) - To comply with Schedule 2 of the Town & Country Planning (Control of Advertisements) Regulations 2007.

