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High Peak Borough Council

working for our community

TOWN AND COUNTRY PLANNING ACT 1990
PLANNING AND COMPENSATION ACT 1991
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)(ENGLAND) REGULATIONS 2007

APPLICATION FOR ADVERTISEMENT CONSENT

REFUSAL

Applicant
Tesco Stores Ltd
PO BOX 400 Cirrus House
Shire Park
Welwyn Garden City
AL7 1AB

Agent
G L Hearn
1
St James
Manchester
M2 6DN

Application no. HPK/2012/0200

Registered on 02/04/2012

Determined on 28/05/2012

High Peak Borough Council hereby **REFUSE** this application for **ADVERTISEMENT CONSENT** for

Proposed Signage - 2 x Fascia Sign & 1 x ATM Vinyl at 78 Station Road Hadfield Glossop

in accordance with the submitted application, details and accompanying plans listed below for the following reasons:-

Reasons

1. The proposed signage represents an excessive area of signage by reason of the considerable length of fascia together with its height, projection, and modern design and materials. Furthermore the fascias would appear poorly related to and unsympathetic with the architectural features of the building. The proposals would, dominate the appearance of the building and street to their detriment and would be out of character with and obtrusive within this small scale locality. The proposal would therefore be contrary to High Peak Local Plan saved policies BC1, BC2, GD4, GD5,

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Michael Green
Planning Applications Manager

High Peak Borough Council, Development Services, Municipal Buildings, Glossop, Derbyshire SK13 8AF
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TC1, and TC2 which require that signage does not harm the visual amenities of its surroundings and paragraphs 17, 56, 57, 58, 59, 60, 61, 63, 64 and 67 of the National Planning Policy Framework which highlight the requirement for good design.

2. The projecting sign would appear as a large isolated feature sited at height away from the main area of signage. It would appear as a bulky and incongruous feature and would harm the appearance of the building and street be contrary to High Peak Local plan saved policies BC1, BC2, GD4, GD5, TC1, and TC2 which require signage does not harm the visual amenities of its surroundings and paragraphs 17, 56, 57, 58, 59, 60, 61, 63, 64 and 67 of the National Planning Policy Framework which highlight the requirement for good design.

Plans

The plans to which this permission refers are listed below:

STATELE1A

P213 RevF

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Michael Green
Planning Applications Manager

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