

From: [Whaley Bridge Matters](#)
To: [Planning Comments \(HPBC\)](#)
Cc: [Colley, Jane](#); [Haywood, Ben](#); [Planning \(HPBC\)](#); [Lomax, David \(CLLR\)](#); [Thomson, Shannon-Kate \(CLlr\)](#); [Thomson, Kath \(CLlr\)](#); [Ruth George \(Electe.](#)
Subject: Objection to planning application HPK/2021/0053
Date: 24 March 2021 21:06:08

Dear Sirs

We write to formally object to planning application HPK/2021/0053 for the erection of signs and flagpoles in open countryside off Linglongs Road, Whaley Bridge.

We are of the view that the proposed erection of signs and flagpoles at this location will have a significant detrimental impact on amenity. The proposed flagpoles are stated to stand 7.8 metres tall with the sign being over 2.5 metres tall. The site is in open countryside and is significantly elevated. These signs will be visible and impact amenity and views from the Peak District National Park. They will be visible from the Eccles Pike area and other elevated beauty spots in the surrounding area.

There will also be a significant detrimental impact on amenity for those living on the surrounding roads as the flagpoles and sign will be clearly visible from these properties and their gardens. What was previously open countryside and a green field view will be replaced by commercial signage and flagpoles.

There will, further, be a detrimental impact on the amenity of those using the road to Taxal (or the Midshires Way for that matter) to enter the Peak District National Park at Taxal (only a few metres up the road from the proposed signage and flagpoles). Instead of open countryside with an uninterrupted vista they will be met, instead, by imposing 7 metre tall flagpoles and a large commercial sales sign.

This area sits in open countryside on land which is owned by a third party and is protected from development under the Local Plan (as it sits outside the built-up area boundary). Its amenity value as an open space outside of the built-up area should be protected by the Local Planning Authority by refusing this application.

A separate point relates to public safety: the proposed location of the flagpoles and signage sits on the brow of a hill just prior to Linglongs Road becoming 60mph and further narrowed (with all pavements disappearing). There is the definite possibility that these imposing structures will cause a distraction to motorists at this tricky point on the road (near to where the junction with Linglongs Avenue is also located) impacting both vehicular and pedestrian safety.

Why does the applicant need to use someone else's land to advertise the houses it is building? The applicant has already sought and gained permission for flagpoles and signage further down Linglongs Road on its own site - it has no conceivable need for a second set of flagpoles and signage in such an inappropriate location outside of where they are even building!

Please note that this objection sits separately and is in addition to our submissions of 17 March 2021 and 20 March 2021 regarding the requirement that the applicant's full plans for this 'temporary sales office' area be subject to the full planning process.

Please place this message on the Planning Portal against HPK/2021/0053.

Yours sincerely

Whaley Bridge Matters