

DELEGATED DECISION REPORT

HPK/2022/0440
Valid 01/11/2022

UNIT 1
WREN NEST RETAIL
GLOSSOP BROOK ROAD
GLOSSOP

INTERNALLY ILLUMINATED
BRAND SIGNAGE TO SITE
ELEVATIONS AND CAR PARK

(ADVERTISEMENT CONSENT)

MAIN ISSUES

- Design, Character and Appearance
- Amenity

DESCRIPTION OF SITE

The application relates to an existing building that has a lawful use as a fast food drive thru restaurant with associated car park following the granting of planning permission in April 2003.

After being vacant for some time, the site is set to be occupied by fast food chain 'Burger King', a similar company to 'KFC'. It is noted that the signs appear to have already been installed.

The site forms part of the large 'Wrens Nest' redevelopment that encompasses the large Tesco Superstore, a pub/restaurant that is currently vacant, and other retail development immediately to the south. Beyond the site to the north is the Glossopbrook Business Park with Glossop North End Football Club a short distance to the north east.

There are no residential properties within a considerable distance of the site and given the surrounding land uses as described above, the overall sensitivity of the site and surrounding street scene is considered to be low.

PROPOSAL

The application seeks advertisement consent for a number of branded internally illuminated signs associated with 'Burger King' the new occupiers of the site, both on the elevations of the building and in the car park.

A total of 14no. signs are proposed as follows:

- No.1 - 5m Pylon Sign
- No.2 - 600mm high illuminated letters ('Burger King')
- No.3 - 350mm FGS Lights ('Flame Grilling Since 1954')
- No.4 - 1200mm Logos ('Bun Logo')
- No.5 - Height Restrictor for Drive Thru
- No.6 - Drive Thru OCU (Analogue)

- No.7 - Triple Menu
- No.8 - Pre Order Sign
- No.9 - Cladding
- No.10 - Folded Aluminium Back Panels with Woodgrain Vinyl
- No.11 - Kerb Side Pick Up
- No.12 - Banner Frame

A suite of scaled plans which highlights the location of each aspect of signage on site and elevation plans of the building have been submitted, together with detailed section and technical drawings.

At the request of Officers a technical specification document for the chosen LED lights has been submitted, which confirms that the lux levels of these lights are 250cdm².

RELEVANT LOCAL AND NATIONAL PLANNING POLICIES

Section 38(6) of the Planning and Compulsory Act 2004 requires proposals to be determined in accordance with the Development Plan taking into consideration any material considerations relevant to the determination of the application.

The Local Development Plan for this site comprises the High Peak Local Plan (2016). Adopted Supplementary Planning Guidance documents and the National Planning Policy Framework (NPPF) are also material considerations in determining applications.

High Peak Local Plan 2016

- S1 Sustainable Development Principles
- S1a Presumption in Favour of Sustainable Development
- S2 Settlement Hierarchy
- EQ6 Design and Place Making
- CF6 Accessibility and Transport

National Planning Policy Framework 2021

- | | |
|--|------------|
| Achieving Sustainable Development | Chapter 2 |
| Promoting Sustainable Transport | Chapter 9 |
| Achieving Well Designed Places | Chapter 12 |
| Conserving and Enhancing the Natural Environment | Chapter 15 |

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

- HPK/0002/0803 Redevelopment of Wren Nest New Mills Industrial – Peak Ext. New Units. Residential Elderly. New Superstore (Approved 12/03/1985)
- HPK/0002/8047 Non-food retail units (Withdrawn)
- HPK/0003/5034 Warehouse and Office (Approved 09/02/1996)

HPK/2003/0030	Non food Retail Development and Drive Thru Restaurant (Withdrawn)
HPK/2003/0935	3no. Retail Units and Drive Thru Restaurant (Approved 30/04/2004)
HPK/2005/0568	Building and Car Park Signage to proposed KFC Drive Thru Restaurant (Refused 07/09/2005)
HPK/2005/0728	Re-submission of HPK/2005/0568 for Building and Car Park Signage to Proposed KFC Drive Thru Restaurant (Approved 07/11/2005)
HPK/2006/0325	Retrospective application for Change of Use of First Floor to Staff Accommodation (Refused 07/06/2006)
HPK/2010/0148	Proposed Flat above KFC Restaurant (Refused 28/05/2010)

CONSULTATIONS

Publicity

Site Notice expiry date: 23rd December 2022

Neighbour consultation period ends: 6th December 2022

Press Advert: N/A

Public Comments

None

Town / Parish Comments

N/A

Environmental Health

Illuminated advertising isn't really a technical issue; it's simply a case of comparing the figures supplied by the applicant with an appropriate standard.

Standard – the following is widely adopted

Professional Lighting Guide 05: The brightness of illuminated advertisements (2015)
– Institute of Lighting Professionals.

Unfortunately, I don't have access to a copy of this but these are the recommended levels for EZ3 and 4

Up to 10m2	Suburban / Zone 3	600 cdm2
Over 10m2	Suburban / Zone 3	300 cdm2
Up to 10m2	Urban / Zone 4	600 cdm2

Over 10m2

Urban / Zone 4

300 cdm2

ENVIRONMENTAL ZONES:

The ILP recommended that in their Development Plans, Local Planning Authorities specify the following environmental zones for exterior lighting control.

Category Examples

E1: Intrinsically dark areas National Parks, Areas of Outstanding Natural Beauty, etc

E2: Low district brightness areas Rural or small village locations

E3: Medium district brightness areas Small town centres or urban locations

E4: High district brightness areas Town/city centres with high levels of night-time activity

Illuminated advertising is probably not appropriate for EZ 1 and EZ2, but that's very much a matter for the planning officer to decide.

Derbyshire County Council Highways

No highway safety objections subject to the maximum illumination of any illuminated signage not exceeding 800 cd/m2.

OFFICER COMMENTS

Principle of Development

Paragraph 136 of the National Planning Policy Framework states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control of advertisements should be efficient and effective and simple in concept and operation. However, as set out in paragraph 136, only matters of amenity and public safety and the cumulative impacts of advertisements should be taken into consideration.

The site lies within the built up area boundary of Glossop which has a lawful use as a fast food drive thru restaurant and not constrained by any sensitive statutory designation. The principle of development is therefore considered to be acceptable subject to the proposed signage being of an acceptable design and not resulting in adverse harm to public amenity and highway safety.

Design

LP Policy S1 sets out a number of sustainability principles which all new development proposals should incorporate in order to make a positive contribution towards the sustainability of communities and to protect, and where possible enhance the environment.

LP Policy EQ6 states that all development should be well designed to respect and contribute positively to the character, identity and context of High Peak's

townscapes, having regard to matters of scale, height, density, layout, appearance and materials.

The site has an existing lawful use as a fast food drive thru restaurant and is situated in an area surrounded by other retail development and industrial/commercial premises, which amounts to a site of low sensitivity.

The previous occupiers of the site 'KFC' submitted a similar application for branded signage to that proposed under this application approved under HPK/2005/0728.

The application has been submitted with detailed scaled plans and elevations that depict the well known branded signage of 'the 'Burger King' restaurant chain which given the lawful use of the site, is considered to be appropriate in design terms, and would not harm the character of this urban location.

Amenity/Public safety

LP Policy EQ6 requires all new development to have a satisfactory relationship with existing land and buildings and protects the amenity of the area, which includes residential amenity of neighbouring properties. Aspects of residential amenity include impacts such as a loss of sunlight, overshadowing and overbearing impacts, loss of outlook, and loss of privacy.

The application has been accompanied by a (brief) Light Assessment and at the request of Officers, a further technical specification document for the lights to be used in the signage has been submitted.

It has been established that the lux levels of all lighting would not be higher than 250 cdm², which falls well within the recommended levels quoted within the Environmental Health and DCC Highways consultation comments.

As such, subject to standard conditions, it is considered that the internally illuminated signage at this site would not result in any adverse harm to the amenity of the public (including highway safety) or local residents.

CONCLUSION / PLANNING BALANCE

The application seeks advertisement consent for a series of branded internally illuminated signs to support the operation of an existing building that has lawful use as a fast food restaurant by the latest occupiers, the 'Burger King' fast food restaurant chain.

An assessment of the application has found the proposed design of the branded signage to be appropriate for its location, in a similar manner to signage erected by previous occupiers KFC, and would not appear out of place or indeed harm the character of the site and its wider setting due to its low sensitivity given the nature of surrounding land uses.

The lux levels of the illuminated lights are 250 cdm², which fall significantly below the recommended levels presented by the Environmental Health Officer and Highways Authority.

As such, the application is considered to constitute an acceptable design that would preserve the amenity of the general public and residential properties, thus demonstrating compliance with LP Policies S1 and EQ6, and paragraph 136 of the NPPF.

For the reasons set out within the report the application is recommended for approval subject to appropriate standard conditions.

OFFICER RECOMMENDATION : Approve with Conditions

Case Officer: James Stannard

Recommendation Date: 17th January 2023

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Signed by: Jane Colley Signature

On behalf of High Peak Borough Council