

DELEGATED DECISION REPORT

HPK/2022/0368
VALID 04/10/2022

17, SPRING GARDENS,
BUXTON, DERBYSHIRE,
SK17 6B

EXISTING FASCIA SIGN TO BE
CHANGED TO CURRENT
'CLARKS SHOES' BRANDING
GUIDELINES
(ADVERTISEMENT CONSENT)

MAIN ISSUES

- Effect of the Proposals on Amenity
- Effect of the Proposals on Public Safety
- Nutrient Neutrality

DESCRIPTION OF SITE

The application site is a three storey building which is located within the Buxton Town Centre and Primary Shopping Area as defined by the Local Plan Policies Map. The ground floor of the building is in use as a shop. The site is a Grade II Listed Building, and also lies within the Buxton Central Conservation Area. The site also lies within an Area of Archaeological Interest.

The site also lies within the Buxton Groundwater Source protection Zone, within Flood Zone 2 and 3, and within the catchment of the River Wye which forms the Peak District Dales Special Area of Conservation (SAC).

PROPOSAL

The application is for advertisement consent to replace the existing signage. The proposals seek consent for:

1 x Fascia Sign, measuring 1.03m (H) x 2.43m (W) and 0.01m (D). The sign would be powder coated aluminium with acrylic lettering, comprising white text on a black background. The sign would be internally illuminated with static lighting at 800cd/m².

And;

1 x Hanging Sign, measuring 0.65m (H) x 0.65m (W) and 0.06m (D). The sign would be powder coated aluminium with acrylic lettering, comprising white text on a black background. The sign would include a powder coated steel bracket. The sign would not be illuminated.

RELEVANT LOCAL AND NATIONAL PLANNING POLICIES

High Peak Local Plan (Adopted 2016)

S 1 Sustainable Development Principles

S 1a Presumption in Favour of Sustainable Development
S7 Buxton Sub-Area Strategy
CF1 – Retail and Town Centres
EQ6 Design and Place Making
EQ7 Built and Historic Environment

Supplementary Planning Documents/Guidance

A Design Guide for Shopfronts
Buxton Design and Place Making Strategy
Buxton Conservation Areas Character Appraisal

National Planning Policy Framework

Section 2 – Achieving sustainable development
Section 12 – Achieving well-designed places
Section 16 - Conserving and enhancing the historic environment

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

Extensive planning history, the most recent being:

HPK/2012/0712 - Proposed Replacement External Signage – Approved – 12/02/13

CONSULTATIONS

Publicity

Site Notice expiry date: 24/11/22
Neighbour consultation period ends: 17/11/22
Press Advert: 17/11/22

Public Comments

None received

Town / Parish Comments

None received

Conservation Officer

The scheme appears to show appropriate and a subtle signage alteration for a principle elevation. I appreciate the detail of the hanging sign addition and think it will contribute as a traditional element in the vicinity. I don't foresee any impact on heritage arising from this project

OFFICER COMMENTS

Paragraph 132 of the NPPF states that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. The quality and character of places can suffer when advertisements are poorly sited and designed.

There are currently no policies in the Adopted Local Plan which refer specifically to the control of advertisements. However, as the signage would be attached to a building where the impact upon designated heritage assets would be a consideration. Therefore, policy EQ7 is relevant. EQ7 allows for proposals that are sympathetic and take account of design, form, scale and use of traditional materials.

Paragraph 185 of the NPPF advises Local Planning Authorities to take account of the desirability of sustaining and enhancing the significance of designated heritage assets and putting them to viable uses consistent with their conservation whilst Para 196 advises that any less than significant harm should be outweighed by the public benefits of the proposal.

The proposals include the replacement of the shop frontage fascia sign. The existing sign is sited above the main door to the shop unit and is not a significant or prominent sign in itself. The proposed replacement on like for like proportions is deemed to be appropriate and not considered to harm the visual amenity of the area. While the sign would be internally illuminated, the sign is relatively modest size and would not enhance its prominence. It is also acknowledged that the sign would, from some vantage points be screened by the covered entrance to The Springs. The Conservation Officer has raised no objection to the proposals with regard to the impact upon heritage assets, and as such it is considered that the proposals would be acceptable in this regard.

With regard to public safety, it is considered that the signs are appropriately positioned and sited as to not cause obstruction or distraction to users of the public highway.

Nutrient Neutrality

The site lies within the catchment of the River Wye which forms the Peak District Dales Special Area of Conservation (SAC). The Council has been notified that action must be taken to address exceedances of phosphorus in the River. As such, the Council cannot grant consent for development unless it can rule out “likely significant effects” on the SAC. A Habitats Regulations Assessment (HRA) will be required when the plan or project creates a source of water pollution or has an impact on water quality and when it is within the catchment of the SAC. Initially, a screening assessment will be required to consider if “likely significant effects” (alone or in combination) on the SAC can be ruled out. If not, this will be followed by an “Appropriate Assessment” where the impact of the plan or project is considered in detail.

Screening Assessment

The proposal is not directly connected with or necessary for the conservation management of a European site. The proposal will not increase overnight stays or surface water run-off from the site. Therefore it will not risk having a significant negative effect on the SAC either on its own or in combination with other proposals and therefore it is not necessary to carry out an Appropriate Assessment.

CONCLUSION / PLANNING BALANCE

It is considered that the proposals are acceptable and would comply with the policies contained within the Development Plan, when considered as a whole, and guidance within the NPPF, and as such it is recommended that the application be approved subject to appropriate conditions.

OFFICER RECOMMENDATION: APPROVE

Case Officer: Declan Cleary
Recommendation Date: 03/02/2023

X *B.J. Haywood*

Signed by: Ben Haywood

On behalf of High Peak Borough Council