

## DELEGATED DECISION REPORT

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| HPK/2022/0416<br>VALID 05/01/2023 | BARRATT HOMES<br>TEMPORARY SALES AREA<br>FOR MIDSHIRES MEADOW<br>HOUSING DEVELOPMENT,<br>OFF, LINGLONGS ROAD,<br>WHALEY BRIDGE,<br>DERBYSHIRE | FREE STANDING SIGN<br>ADVERTISING A HOUSING<br>DEVELOPMENT<br>(ADVERTISEMENT CONSENT) |
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### MAIN ISSUES

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

### DESCRIPTION OF SITE

The application site relates to a field which is located off Linglongs Road, and relates to a housing development approved under HPK/2017/0694 and HPK/2017/0247 for 107 houses. The housing development is under construction. The site lies adjacent to a new access into the estate.

### PROPOSAL

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

1 x Free standing sign measuring 2.1m in width and 2.57m in height on poles with the sign being 1.2m above ground level. The sign would advertise the housing development, and constructed from aluminium. It would be no 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  
S6 Central Sub-Area Strategy  
EQ6 Design and Place Making

#### Supplementary Planning Documents/Guidance

N/A

#### National Planning Policy Framework

Section 2 – Achieving sustainable development  
Section 12 – Achieving well-designed places

## **SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS**

HPK/2021/0304 – Proposed signs – Approved 15/07/2021

HPK/2021/0265 – 3 no flag poles – Approved 10/9/2021

HPK/2020/0411 - Proposed signage – Approved 20/11/2020

HPK/2017/0694 – Variation of conditions 5, 24 and 31 relating to HPK/2014/0119 – Approved 03/10/2018

HPK/2017/0247 - Reserved matters application for 107 dwellings and associated works – Approved 03/10/2018

HPK/2014/0119 - Proposed outline planning permission for up to 107 dwellings including landscaping and public open space – Approved – 07/05/2015

## **CONSULTATIONS**

### **Publicity**

Site Notice expiry date: 20/02/23  
Neighbour consultation period ends: 30/01/23  
Press Advert: N/A

### **Public Comments**

4 representations of objection received:

Additional signage unnecessary  
Visual pollution  
Intrusive sign

### **Town / Parish Comments**

None received

### **DCC Highways**

No highway safety objections.

## **OFFICER COMMENTS**

There are currently no policies in the Adopted Local Plan which refer specifically to the control of advertisements. 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.

The NPPG provides further guidance on the factors which need to be taken into when assessing the impact on amenity and public safety. Specifically, paragraph 67 identifies those considerations which can affect public safety on roads. It states: All advertisements are intended to attract attention but proposed advertisements at points where drivers need to take more care are more likely to affect public safety. For example, at junctions, roundabouts, pedestrian crossings, on the approach to a low bridge or level crossing or other places where local conditions present traffic hazards. There are less likely to be road safety problems if the advertisement is on a site within a commercial or industrial locality, if it is a shop fascia sign, name-board, trade or business sign, or a normal poster panel, and if the advertisement is not on the skyline.

Paragraph 79 of the NPPG set out those factors which contribute towards the understanding of “amenity”. Its states that: In practice, “amenity” is usually understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement or site for the display of advertisements, where residents or passers-by will be aware of the advertisement.

So, in assessing amenity, the local planning authority would always consider the local characteristics of the neighbourhood: for example, if the locality where the advertisement is to be displayed has important scenic, historic, architectural or cultural features, the local planning authority would consider whether it is in scale and in keeping with these features.

This might mean that a large poster-hoarding would be refused where it would dominate a group of listed buildings, but would be permitted in an industrial or commercial area of a major city (where there are large buildings and main highways) where the advertisement would not adversely affect the visual amenity of the neighbourhood of the site.

If the advertisement makes a noise, aural amenity should also be taken into account before express consent would be given.

Impact on

### Effect on Amenity

The proposals are for the erection of an advertisement board which advertises a housing development which is under construction on an allocated site in Whaley Bridge. There are numerous other signs and advertisements which are located within the construction site albeit it is not considered that these are unduly incongruous or cause harm to the visual amenity of the area.

The proposed sign would be sited adjacent to the site entrance and would be a total of 3.77m in height with the sign itself being 2.57m tall and 2.1m wide. The sign would advertise part of the housing development under construction. The addition of the proposed sign, at the site entrance, would be set against the hillside beyond and although appearing as a standalone sign would not cause such harm to the amenity

of the area to resist the proposals. This is particularly in consideration of the site being under construction and the sign temporary. Moreover, the location of the site for the current proposal is where the former a sales office and a number of advertisements were located, and approved under HPK/2021/0304. The sales office and signs have been removed, and therefore the erection of a single sign would present a reduction in the overall number of signs in this location.

The comments of the objectors are noted. Although some properties along Linglongs Road will overlook the sign, the houses along Linglongs Road are set well back from the road, with intervening driveways, front gardens and landscaping. Therefore whilst visible to neighbouring houses the sign will not form a prominent or visually intrusive feature.

Consideration has been had to the cumulative effect of the proposed signage with existing signage and it is considered that the impact on amenity would be acceptable.

#### Effect on Public Safety

The Midshires Way, a public right of way lies to the east of the site, some 170m from the signs and therefore at significant distance. The signs will not harm the public safety of those using the right of way.

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 or nearby public rights of way. It is noted that the highway authority raises no objection to the sign, considering that it would not pose any highway safety concerns.

#### Other Matters

The applicant has applied for the sign to remain in situ until 30<sup>th</sup> September 2027. This is considered to be excessive given that the site is at an advanced build stage, therefore it is considered appropriate to restrict the length to 2 years.

### **CONCLUSION / PLANNING BALANCE**

It is considered that the proposals are acceptable and would the 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: 02/03/2023**

X *J. Colley*

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Signed by: Jane Colley Signature

**On behalf of High Peak Borough Council**