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20 July 2023

Planning (Development Management)
Buxton Town Hall
Market Place
Buxton
SK17 6EL

Dear Sir/ Madam

**PROPOSED DOUBLE-FACED LED TOTEM SIGNAGE FOR NEW LOCAL CENTRE
LAND AT FOXLOW FARM, HARPUR HILL ROAD, HARPUR HILL, BUXTON, DERBYSHIRE**

INTRODUCTION

On behalf of our client Aldi Stores Ltd ('The Applicant') please find enclosed an application for advertisement consent in connection with a freestanding double-faced LED Totem Signage for the forthcoming Local Centre on land at Foxlow Farm, Ashbourne Road, Buxton (permitted under planning application Ref. HPK/2021/0145).

The application has been submitted online via the Planning Portal (PP-12335633) with the requisite planning fee of £196. The application is accompanied by the following plans and supporting documents:

- This Covering Letter
- Application Forms
- Site Location Plan by THP dated May 2023 (ref: 2703BOL-1010)
- Site Plan by THP dated May 2023 (ref: 2703BOL-1011)
- Totem Details by THP dated May 2023 (ref: 2703BOL-1012)
- CGI Image (ref: 2703.BOL.Buxton M/01C/CGI/05B)
- Lighting Assessment (ref: SEM1190 - E06 Proposed External Lighting Lux Plot - Rev T2)

PROPOSALS AND CONTEXT

The applicant is seeking the instillation of an internally illuminated double-faced totem mounted sign at the corner of Ashbourne Road and Church Meadow. Its purpose to advertise the new Local Centre's offer adequately and appropriately. This centre is coming forwards on the site in-line with planning permission Ref. HPK/2021/0145 and Local Plan Policy DS 20. The totem will occupy a roadside location on Ashbourne Road in order to draw passing trade, as is typical of such modern developments.

The totem signage will consist of high quality fabricated aluminium sign casing, finished with RAL 7016 Anthracite Grey. The sign panel is polycarbonate with screen painted 5 colour foil logo. As part of the proposal there is also a double-faced totem stating the opening hours.

The Aldi sign dimensions are 2,470 x 2,070mm and it will be an illuminated sign back-to-back on a central support box. There will also be a lower showcase sign, internally illuminated by LEDs which has dimensions of 960 x 2,070mm. This will indicate foodstore opening hours. Finally, provision will be made below the 'showcase sign' for further individual signs which will advertise other operators in the proposed Local Centre. In totality this sign will have dimensions of 2,100 x 2,070mm.

The proposed signs will be internally illuminated by LED and will produce an average of 50.86 AV Candelas per Sq.m. The proposed Totem sign will reach a maximum height of 7m. This is necessary both to advertise the various operators / uses within the proposed Local Centre and is also reflective of the fact that Ashbourne Road slopes steeply south-east to north-west. A lower sign would therefore struggle to be visible on approach by vehicle. Further details of the sign can be found on submitted plan reference 2703BOL-1012.

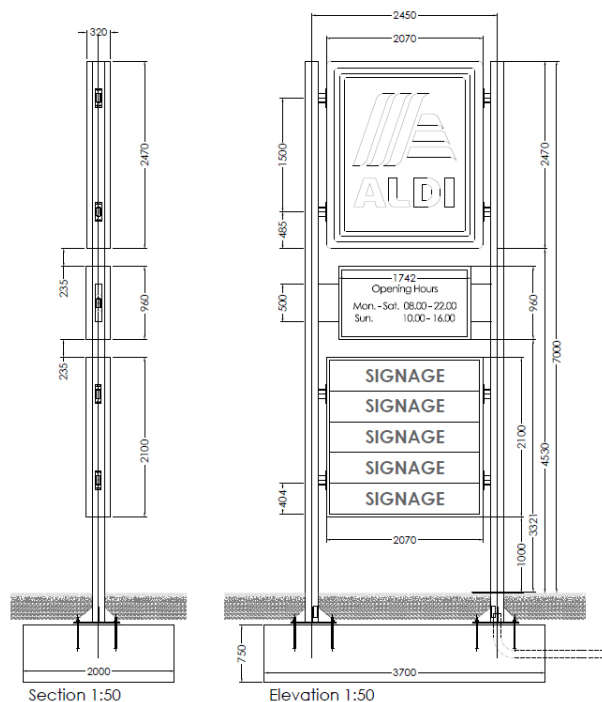


Figure 1: Proposed Totem Sign Dimensions (See Plan Ref 2703BOL-1012).

POLICY CONTEXT

With regards to planning policy, it is necessary to assess the proposal against the relevant policies contained in the adopted Development Plan, which in this case comprises the saved policies of the High Peak Local Plan (2016). Also of relevance as material considerations are the High Peak Design Guide (2018) and National Planning Policy Framework ('NPPF').

Policy EQ 6 of the Local Plan states, amongst other things, that development should be well designed and of a high quality that responds positively to its environment and achieves a satisfactory relationship to adjacent development. In doing so it should not cause unacceptable effects by reason of visual intrusion, overlooking, shadowing, overbearing effect, noise, light pollution or other adverse impacts. Meanwhile, Section 6 ('Shop Fronts') of the Design Guide explains that advertisements and signs should be designed to complement the appearance of the shop front, building and character of the area.

PLANNING ASSESSMENT

At the outset, of significance is the fact that Local Plan Policy DS 20 (Land off Ashbourne Road and Foxlow Farm) allocates the application site for a future "Local Centre" development, including convenience retailing and other relevant shops and services. Given that it is entirely typical of such commercial premises to advertise their operation, it is clear from the nature of the site's allocation that there must be an expectation that an illuminated totem sign will be provided to identify the existence of the Local Centre. Indeed, such signage plays an important role in attracting customers (particularly pass-by trade) and driving the footfall necessary to ensure the local centre succeeds as a '*vital and viable*' shopping destination.

The totem sign will be internally illuminated by LED and will produce an average of 50.86 AV Candelas per Sq.m. This level of lighting is not excessive and would not cause unacceptable light pollution to the surrounding area. For instance, the closest residential properties to the illuminated totem will be to the north-west, on "The Woodfield". However, the sign will be more than 50m from the nearest dwelling and, as the supplied CGI (Ref. 2703.BOL.Buxton M/01C/CGI/05B) shows, will be set down at a lower level than The Woodfield and adjacent to Ashbourne Road. Accordingly, the proposed signage would be located sufficiently far away from surrounding residential properties in the locality to ensure that harm to visual amenity of the area would not occur, in accordance with Local Plan Policy EQ 6.

The wider context of the site is also important, Ashbourne Road immediately north-east of the site forms a main arterial route into and out of Buxton, and whilst there are some residential dwellings along the route, so too are a number of business and other non-residential uses which have signage of varying forms both at the roadside and set back from the road. For example, immediately opposite the application site (on the opposite side of Ashbourne Road) is the extensive Staden Lane Industrial Estate. On approach to the entrance of the estate are a variety of roadside advertisements of various sizes and then at the junction of Staden Land and Ashbourne Road is a sizable B&Q DiY store. This shop has numerous signs both on the building and freestanding, including a very similar 5m internally illuminated double-sided "totem" at the corner of Staden Land / Ashbourne Road. This signage is approximately 110m south-east of the

proposed Local Centre totem and was approved relatively recently under application Ref. HPK/2018/0605.

The proposed totem sign would not therefore appear incongruous within its context, where totem signage for other businesses (such as B&Q) and road signs are present within the immediate road corridor. The individual signs on the totem would also more than likely be consistent with the appearance of other typical, modern illuminated signage at the local centre once constructed, and would be sympathetic to the overall commercial design of the foodstore building and other local centre units.

The totem sign proposed would not result in a proliferation of signage or create visual clutter, as it would be set apart from other signage within the Local Centre itself. It will also be adequately set apart from other signage in the immediate area, with the B&Q totem over 110m away. The totem would not appear excessive in size when seen against the greater scale of the supermarket and wider local centre (following its completion) – which stands at a higher level. The height is also necessary both to advertise the various operators / uses within the proposed Local Centre and is also reflective of the fact that Ashbourne Road slopes steeply south-east to north-west. A lower sign would therefore struggle to be visible on approach by vehicle. Finally, the site is not within a conservation area or proximate to any designated heritage assets.

For these reasons, it is considered that the totem sign proposed would not be harmful to the amenity of the area and would not conflict with the requirements of the aforementioned development plan policies, so far as they are material, or the guidance of the National Planning Policy Framework. Such totem signage is not unexpected in roadside locations where passing trade is sought, and the application site in this instance forms part of an allocated Local Centre where provision of necessary signage is equally to be expected.

SUMMARY

This application seeks advertisement consent for a freestanding double-faced LED Totem Signage for the forthcoming Local Centre on land at Foxlow Farm, Ashbourne Road, Buxton. The internally illuminated double-faced totem mounted sign would be positioned at the corner of Ashbourne Road and Church Meadow. Its purpose to advertise the new Local Centre's offer adequately and appropriately. This centre is coming forwards on the site in-line with planning permission Ref. HPK/2021/0145 and Local Plan Policy DS 20. The totem will occupy a roadside location on Ashbourne Road in order to draw passing trade, as is typical of such modern development

The advertisement proposal has been assessed against the relevant policies of the Local Plan and other policy guidance. It has been highlighted that the site is allocated as a new Local Centre, where necessary illuminated signage is to be expected. The totem would be located sufficiently far away from surrounding residential properties to ensure no harm to amenity. It would also be reflective of other signage in the locality, with the Staden Lane Industrial Estate located opposite and its B&Q unit presenting various illuminated signage including a totem. It would not therefore be incongruous within its context. Finally, there is no prospect of visual clutter, with the totem sign adequately set apart both from signage in the wider Local Centre and other surrounding signage.

Drawing the above together, it can be robustly concluded that the advertisements proposed would not harm the visual amenity of the area. There is therefore no conflict with the requirements of Policy EQ 6 of the Local Plan, which, along with paragraph 136 of the NPPF are material in this case and collectively require that advertisements have no adverse impact on the character and appearance of the area. It is therefore respectfully requested that full permission is granted.

Yours faithfully,

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For and on behalf of Avison Young (UK) Limited