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20 July 2023

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

Dear Sir/ Madam

PROPOSED EXTERNAL SIGNAGE TO ALDI FOODSTORE

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 elevational signage for the forthcoming Aldi foodstore 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-PP-12182350) 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-1000)
- Site Plan by THP dated May 2023 (ref: 2703BOL-1001)
- Proposed Elevations by THP dated May 2023 (ref: 2703BOL - 1002)
- Proposed Signage Details by THP dated May 2023 (ref: 2703BOL-1003)
- CGI Image (ref: 2703BOL.Buxton M/01C/CGI/04A)
- Lighting Assessment (ref: SEM1190 - E06 Proposed External Lighting Lux Plot - Rev T1)

PROPOSALS AND CONTEXT

The applicant is seeking the instillation of four typical 'Aldi' branded signs on their new foodstore, their purpose being to advertise the retail operation adequately and appropriately when viewed from the north, west and south.

Three of these signs will be internally illuminated by LED. Signs one, two, and three (for further details see drawing Ref. 2703BOL-1003) are single faced wall mounted signs which will be fabricated from high-quality materials (such as an aluminium sign case) and will be finished in a RAL 7016 Anthracite Grey. This is reflective of the colour tones used in the foodstore's construction. The sign panel is a polycarbonate material with a screen-printed 5 colour foil logo.

The fourth sign is a non-illuminated vinyl sign with screen-printed 5 colour foil logo which will be adhered to glazing. This will provide appropriate low-level branding to the glazed Aldi entrance doors, as is typical of modern food retail operations.

As figure 1 below shows, the proposed signs will provide a high-quality finish. All four signs have been sensitively designed in relation to their context and design guidance to ensure they correspond with the surrounding area and the building itself. The use of high-quality materials in conjunction with the carefully designed building provides a modern finish which is sympathetic to the locality and consistent with the wider local centre development.

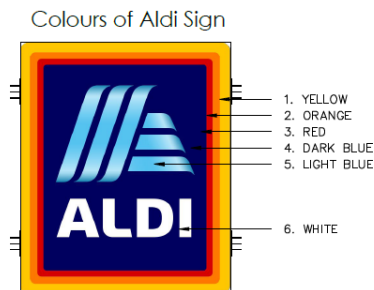


Figure 1: Proposed Aldi Signage Colours (further information at plan ref: 2703BOL-1003).

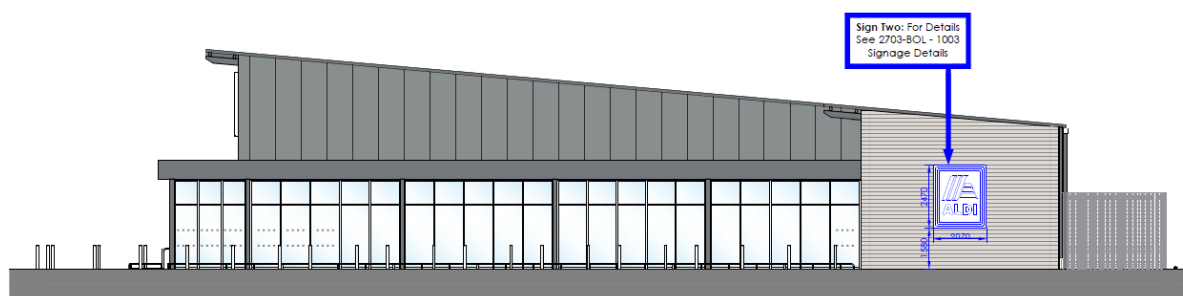


Figure 2: Snipped Image of Proposed Elevation for Sign 2 (further information at plan ref: 2703BOL-1002).

POLICY CONTEXT

With regards to planning policy, it is necessary to assess the proposals 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. Fascia signs should be slim and not be a dominant feature of the frontage.

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 illuminated elevational signage and fascia displays will be a feature of the Local Centre. Indeed, such signage plays an important role in attracting customers and driving the footfall necessary to ensure the local centre succeeds as a '*vital and viable*' shopping destination.

Three of the proposed signs are 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 one of the illuminated signs will be to the south, on the opposite side of Clover Lane. However, this sign (on the southern store elevation) will be more than 30m from the nearest dwelling and, as the supplied CGI (Ref. 2703.BOL.Buxton M/01C/CGI/04A) shows, will be set down at a lower level than Clover Lane and somewhat screened by the scheme's boundary landscaping. 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 Lane and Ashbourne Road is a sizable B&Q DiY store. This shop has numerous signs both on the building and freestanding, including a 5m internally illuminated double-sided "totem" at the corner of

Staden Lane / Ashbourne Road. This signage is immediately opposite the application site and was approved relatively recently under application Ref. HPK/2018/0605.

The proposed store signs would not therefore appear incongruous within their context, where signage for other businesses (such as B&Q) and road signs are present within the immediate road corridor. The signage would also more than likely to 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 signs proposed would not result in a proliferation of signage or create visual clutter, as they will be set apart from one another across three different elevations of the building. They will also be adequately set apart from other signage in the immediate area. The signs would not appear excessive in size when seen against the greater scale of the supermarket and wider local centre (following its completion). Finally, the site is not within a conservation area or proximate to any designated heritage assets.

For these reasons, it is considered that the signage 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 signage is not unexpected on retail buildings in roadside locations where passing trade is sought, and the application site will also form part of an allocated Local Centre where provision of necessary signage is equally to be expected. Indeed, without these proposed elevational signs there would be little to indicate the building as an Aldi foodstore, as the retailer does not use a traditional 'fascia sign'.

SUMMARY

This application seeks advertisement consent for four elevational signs at the proposed Aldi foodstore at the emerging Local Centre on land at Foxlow Farm, Ashbourne Road, Buxton. The signage involves the instillation of three internally illuminated wall mounted signs (one per elevation), and one non-illuminated wall mounted sign. Their purpose is to advertise the retail operation adequately and appropriately when viewed from the north, west and south and to thereby attract necessary trade.

The advertisement proposals have 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 illuminated signage is not to be unexpected. The signs would be located sufficiently far away from surrounding residential properties to ensure no harm to amenity. They 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 – they would not therefore be incongruous within their context. Finally, there is no prospect of visual clutter, with the signs adequately set apart both from each other and 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,

Jack Woodford
Graduate Planner
+44 07748118999
jack.woodford@avisonyoung.com
For and on behalf of Avison Young (UK) Limited