

DELEGATED DECISION REPORT

HPK/2022/0554 Valid 11/07/2023	85 87 CROSSFIELDS HIGH STREET WEST GLOSSOP	2NO. ILLUMINATED SIGNS (1NO. FASCIA, 1NO. HANGING SIGN)
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(ADVERTISEMENT CONSENT)

MAIN ISSUES

- Amenity
- Public Safety

DESCRIPTION OF SITE

The application relates to No.85-87 High Street West, Glossop; a two storey property that comprises a corner plot with Chapel Street, within the built-up area boundary of the town and within the Norfolk Square Conservation Area.

The building is constructed in a lightly coloured brick. The ground floor is rented out as a retail unit occupied by 'Baz Barbers', whilst the first floor contains office space that is occupied by an accountancy firm 'Crossfields'.

The Barbers has been the subject of a previous enforcement investigation regarding its external signage which has not been subject of any planning or advertisement consent, situated above the entrance which is situated on the corner of the building. Enforcement investigations and action are ongoing regarding the unauthorised signage.

PROPOSAL

The application seeks Advertisement Consent for new signage advertising Crossfields accountants at first floor level in the form of 2no. illuminated signs (1no. hanging sign and 1no. fascia).

The hanging sign would be present off the Chapel Street elevation above the entrance door the first floor, whilst the fascia would be located on the High Street West elevation, as shown on the Proposed Elevation Plans. Both signs would have an acrylic finish illuminated by low level LED lighting.

A Lighting Assessment supports the application which states that the Hanging Sign would have a power of 19.6W with 130 Lumens per module and Luminous Efficiency of 96lm/W. The fascia would have a power of 36W with 122 Lumens per module and Luminous Efficiency of 122lm/W.

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
EQ6 Design and Place Making
EQ7 Built and Historic Environment
CF6 Accessibility and Transport

National Planning Policy Framework

Achieving Sustainable Development	Chapter 2
Achieving Well Designed Places	Chapter 12

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

HPK/0003/6117	Change of Use from 1no. to 2no. Units (Approved 21/05/1997)
HPK/2002/0577	Projecting Sign (Approved 20/08/2002)
HPK/2004/0614	Signage (Approved 20/08/2004)
HPK/2005/0758	Change of Use of Premises from Shop to Office (Approved 21/11/2005)

CONSULTATIONS

Publicity

Site Notice expiry date: 24th August 2023
Neighbour consultation period ends: 9th August 2023
Press Advert: 17th August 2023

Public Comments

None

Town / Parish Comments

N/A

HPBC Conservation Officer

No objection to proposed signage but concerns regarding potential cumulative impact with unauthorised and unacceptable signage at Baz Babers

Environmental Health

No comments received

Derbyshire County Council Highways

There are no highway safety objections to the application. It is recommended that the illuminance of the signs does not exceed 600 cd/m² and that this be conditioned accordingly.

OFFICER COMMENTS

Principle of Development

Paragraph 136 of the NPPF states that advertisements subject to a specific consent process, should be subject to control only in the interests of amenity and public safety.

The site is located within the built-up area boundary of Glossop and within the Norfolk Square Conservation Area. As such the application is subject to Local Plan Policy EQ7 and relevant paragraphs under Chapter 16 of the NPPF, underpinned by Section 72(1) of the Act 1990.

Amenity

Section 72(1) of the Town and Country Planning (Listed Buildings and Conservation Areas) Act 1990 states that with respect to any buildings or land in a conservation area, special attention shall be paid to the desirability of preserving or enhancing the character and appearance of that area

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.

LP Policy EQ7 has regard to the Built and Historic Environment. It states that the Council will conserve heritage assets in a manner appropriate to their significance. This will take into account the desirability of sustaining and enhancing their significance and will ensure that development proposals contribute positively to the character of the built and historic environment.

The proposed signage associated with Crossfield Accountants is proportionate with regards to its scale and ratio between signage and elevation. The Conservation Officer has raised potential concerns regarding the cumulative impacts with signage associated with 'Baz Barbers' at ground floor level.

It is acknowledged that the existing signage at Baz Barbers, particularly the circular fascia above the entrance door is not appropriate for its sensitive frontage in the Conservation Area. However, it is the case that this unauthorised signage (if indeed it requires advertisement consent) carries little weight in the assessment and determination of this application having regard to the visual amenity of the building, street scene and setting of the Conservation Area as it does not form part of the application in hand.

The Highways Authority have confirmed that they have no objections to this application subject to the illuminated signage having a maximum lux level of 600 cd/m² and that this is secured by way of condition.

The Lighting Assessment sets out that the signage is well below this threshold and therefore it is considered that there would be no impact on public safety. For the avoidance of doubt, this compliance condition is recommended to ensure that the visual amenity of the street scene is preserved.

As such, given the fact that the proposed signage in its own right is considered to be acceptable with regards to its visual amenity and impacts on the street scene, and preserves the character and appearance of the Norfolk Square Conservation Area, it is considered that the application accords with LP Policies EQ6 and EQ7, and relevant paragraphs under Chapter 16 of the NPPF, underpinned by Section 72(1) of the Act 1990.

Public Safety

LP Policy CF6 seeks to ensure that development can be safely accessed in a sustainable manner and that all new development is located where it can be satisfactorily accommodated within the existing highway network.

The Highways Authority have raised no objection with the proposed location of the signage and any impact on highway safety, and therefore as a consequence, Officers do not identify any harm to public safety arising from this development.

CONCLUSION / PLANNING BALANCE

LP Policy S1a reflects the presumption in favour of sustainable development contained within the National Planning Policy Framework. It states that planning applications that accord with relevant policies in the Local Plan will be approved without delay.

Paragraph 11 of the NPPF sets out the presumption in favour of sustainable development. For decision taking, this means approving development proposals that accord with an up-to-date development plan without delay; or, where there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date, granting permission, unless:

- the application of policies in this Framework that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or

- any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole.

The application for Advertisement Consent for 2no. illuminated signs at 85-87 High Street West have been found to be of an appropriate proportionate design that respects the existing elevations of the building, and, subject to appropriate conditions, respects the visual amenity of the street scene and wider Norfolk Square Conservation Area, in line with LP Policies EQ6 and EQ7 and relevant paragraphs under Chapter 16 of the NPPF, underpinned by Section 72 of the Act 1990.

There are not considered to be any concerns in relation to public safety.

As such, the application is considered to amount to a sustainable form of development and in line with LP Policy S1a and paragraph 11 of the NPPF is recommended for approval subject to appropriate conditions.

OFFICER RECOMMENDATION : Approve with Conditions

Case Officer: James Stannard

Recommendation Date: 19th September 2023

X 

Signed by: Ben Haywood

On behalf of High Peak Borough Council