

DELEGATED DECISION REPORT

HPK/2023/0347
Valid 24/08/2023

SPORTS GROUND
CEMETERY ROAD
GLOSSOP

2NO. PERMANENT, NON-ILLUMINATED ENTRANCE SIGNS TO BE LOCATED EITHER SIDE OF THE VEHICULAR ACCESS ROAD. 2000X800 SIGNAGE BOARDS MOUNTED ON 2NO. 76MM GREY HIGHWAYS GRADE STEEL POSTS. SIGNAGE BOARDS FITTED TO STEEL POSTS WITH STANDARD HIGHWAYS GRADE STAINLESS STEEL SIGNPOST BRACKETS.

(ADVERTISEMENT CONSENT)

MAIN ISSUES

- Principle
- Impact on Green Belt and Visual Amenity of the area
- Highways

DESCRIPTION OF SITE

The application site relates the Glossop North End Juniors AFC on Cemetery Road within Glossop.

Consent was granted in 2019 for the redevelopment of existing sports facilities including new changing facilities/clubhouse and associated car parking, full-size artificial pitch, 2no. grass pitches and relocation of vehicular access ref (HPK/2019/0273)

The application site is located within the Green Belt.

PROPOSAL

Advertisement Consent is sought for the erection of 2 non illuminated entrance signs that will be located on the either side of the access road to enter the site.

The sign boards will measure 2000x800 mounted on 2no. 76mm grey highways grade steel posts.

RELEVANT LOCAL AND NATIONAL PLANNING POLICIES

High Peak Local Plan 2016

S 1 Sustainable Development Principles
S 1a Presumption in Favour of Sustainable Development
EQ 6 Design and Place Making
CF 6 Accessibility and Transport
EQ 3 Rural Development
EQ 4 Green Belt Development

National Planning Policy Framework

Section 13

High Peak Design Guide for Signs SPD

High Peak Design Guide SPD.

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

HPK/2019/0273- Redevelopment of existing sports facilities including new changing facilities/clubhouse and associated car parking, full-size artificial pitch, 2no. grass pitches and relocation of vehicular access.- approved with conditions

HPK/2020/0316- Variation of condition 2 of application HPK/2019/0273- approved with conditions

HPK/2020/0531- Variation of condition 2 following grant of planning permission in relation to HPK/2020/0316- approved with conditions

HPK/2023/0045- Variation of Condition 14 in relation to HPK/2020/0531 to be amended in order to allow operations to take place on site away from the approved new access point.- approved with conditions

DOC/2021/0052- Discharge of conditions 3,4,6,7,12,13 and 15 relating to HPK/2020/0531- approved

CONSULTATIONS

Publicity

Site Notice expiry date: 09.10.2023
Neighbour consultation period ends:02.10.2023
Press Advert: N/A

Public Comments

None received with consultation period.

Town / Parish Comments

None received within consultation period.

Derbyshire County Council Highways

After seeking further clarification regarding alterations to access they have no objections to the development

OFFICER COMMENTS

Principle of Development

Paragraph 147 of the NPPF states that inappropriate development is, by definition, harmful to the Green Belt and should not be approved except in very special circumstances.

The application relates to the erection of two advertisement signs that require temporary advertisement consent until November 2028. The adverts are not listed as exceptions within the framework however the signs relate to an approved development within the Green Belt and is it expected for the development to have associated signage. The advertisement signs are entrance signs that identify the site from the public highway. As such it is considered that the signs are expected and relate to the approved development on the site. In addition the adverts are temporary and therefore the impact on the Green Belt is temporary. As such the principle of the development is acceptable.

Design

The advertisement Guide SPD states that advertisements and signs should always be designed to complement the appearance of the building, shop front and the character of the area.

Policy EQ 6 states that all development should be well designed and of a high quality that responds positively to both its environment and the challenge of climate change, whilst also contributing to local distinctiveness and sense of place.

The application proposes two advertisement signs to be erected on either side of the access to the site on Cemetery Road. Two signs are proposed so that the traffic travelling from either direction has view of one of the signs to indicate that the site is Glossop North Ends Community Hub and where the entrance to the site is. The colouring and design of the site matches the national branding for the football foundation. The adverts will be seen in context with the built development on the site

and would therefore not be viewed as intrusive. As the signs are non-illuminated they would not cause any light pollution within a rural area.

Highway Safety

The application proposed to erect the two signs on the new access into the site. The highway authority recognised that the plans submitted with the advertisement consent did not match the approved plans. The adverts however will be erected in the same position. The highway authority has no objection to the adverts and are aware that an amended application will need to be submitted to alter the access arrangements.

The applicant's agent is also aware that the access arrangement indicated on the advertisement plan is not an approved plan and planning permission is required to have the amended details approved. As such it has been made clear to the applicant and the agent that this application is for advertisement consent only.

CONCLUSION / PLANNING BALANCE

It is for the above reasons and having regard to all material considerations and matters raised that the application is recommended for approval.

OFFICER RECOMMENDATION : Grant advert consent

Case Officer: Rebecca Bowers

Recommendation Date: 30.10.2023

X 

Signed by: Ben Haywood

On behalf of High Peak Borough Council