

DELEGATED DECISION REPORT

HPK/2023/0553
Valid 08/01/2024

HAGUE BAR WORKS,
HAGUE BAR, NEW MILLS,
DERBYSHIRE, SK22 3AT

APPLICATION FOR CONSENT
TO DISPLAY AN
ADVERTISEMENT(S) -
STAINLESS STEEL LETTERS
AND LOGO - "TEC-TIES LTD"
TO WEST SIDE GABLE OF
INDUSTRIAL PREMISES

ADVERTISEMENT CONSENT

MAIN ISSUES

- Impact on amenity and public safety

DESCRIPTION OF SITE

The site comprises a yard area and associated buildings within Hague Bar Works, which is an industrial site currently occupied by Tec-Ties Ltd. The proposed illuminated sign is positioned on the apex to the storage warehouse building. The site slopes gently down from Hague Bar Road with a steep slope down to the railway embankment beyond. The main factory buildings are to the east, with Hague Bar House (flats) is to the west of the site and terrace housing to the north, opposite the site entrance from Hague Bar Road.

Business opening hours are:

Days of week	Open hours
Wednesday	08:30 - 17:00
Thursday	08:30 - 17:00
Friday	08:30 - 17:00
Saturday	Closed
Sunday	Closed
Monday	08:30 - 17:00
Tuesday	08:30 - 17:00

The site is outside the built up area boundary within land designated in the Local Plan as Green Belt and Open Countryside.

PROPOSAL

Advertisement consent is sought for:

Built-up flat faced 0.9mm brushed stainless steel letters and logo with Internal halo white 12v LED illumination. 410 candelas/sqm (when illuminated against a white background). Estimate 350 candelas/sqm against green cladding.

Complete with 4mm opal oversized (by 3mm all round) back trays to aid an even light distribution around edge of letters/logo.

1089mm high 'logo' and 446mm high, to read, 'TECTIES'. All with 50mm deep returns. Logo produced in two sections with the right-hand section powder coated one standard red colour 3031.

The signage will be located on the gable end of the warehouse building – daytime and nighttime images are as follows:



RELEVANT LOCAL AND NATIONAL PLANNING POLICIES

High Peak Local Plan 2016

S 1 Sustainable Development Principles
S 1a Presumption in Favour of Sustainable Development
S6 Central Sub Area Strategy
EQ2 – Landscape Character
EQ3 – Rural Development
EQ4 – Green Belt Development
EQ 6 Design and Place Making

High Peak Design Guide 2018

Points to remember:

- Advertisements and signs should always be designed to complement the appearance of the shop front, building and character of the area.
- Limit and integrate highway improvements, signs, and street clutter.
- Illumination of signs should be discreet.

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

National Planning Policy Framework 2023

Including sections -

2: Achieving sustainable development
12. Achieving well-designed and beautiful places
13. Protecting Green Belt land

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

HPK/2024/0068 Reroofing of existing factory buildings fronting Hague Bar Road – Pending

NMA/2019/0029 Non material amendment relating to HPK/2018/0597 – Approved

HPK/2018/0597 Application for variation of condition 2 in relation to HPK/2017/0162 – Approved

NMA/2018/0031 Non material amendment in relation to HPK/2017/0162 – Refused

HPK/2017/0162 Removal of existing containers & replaced by new two storey storage building with offices above – Approved

CONSULTATIONS

Publicity

Site Notice expiry date: 2/02/2024

Neighbour consultation period ends: 31/01/2024

Public Comments

Representation objecting to the sign received by a resident who lives at 48 Hagues Bar (opposite the site), stating the following:

“As the owner of this property, In principle I do not object to the sign itself, however I do have strong objections to the sign being illuminated at night time. I cannot see the need for this to be illuminated during the night for the following reasons:

1. Detrimental to the residents health and welfare as LED lights are very bright and create light pollution which will be visible through curtains effecting sleeping
2. What is the need to illuminate a sign during the night when the business is not trading after 5pm
3. This light being on will not have any impact on staffs ability to work during normal trading hours
4. They are closed Saturday & Sunday so any passing traffic that sees the sign would only be able to contact during daylight hours anyway
5. Why should any resident which to see an illuminated sign during night time when they trying to sleep
6. As an owner this would be detrimental to any sale of my property as who would want to live opposite a lit LED bright sign glaring unto their living or bedroom and indeed impact on the value of said property.

Summary: As stated above the sign unlit I have no issues with but illuminated at night outside of trading hours is detrimental to residents as stated above and no business benefit to the company”

Town / Parish Comments

No comments received during the consultation period

DCC Highways

No highway safety objections

OFFICER COMMENTS

With regard to national policy, paragraph 141 of the NPPF states that “the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient, and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.”

At a local level this is reinforced through policy EQ3 and EQ6 of High Peak Local Plan. This states the following:

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.

This will be achieved by:

- Requiring development to be well designed to respect the character, identity and context of High Peak's townscapes and landscapes.
- Requiring that development on the edge of settlement is of high quality design that protects, enhances and / or restores landscape character, particularly in relation to the setting and character of the Peak District National Park
- Requiring that development contributes positively to an area's character, history, and identity in terms of scale, height, density, layout, appearance, materials, and the relationship to adjacent buildings and landscape features
- Requiring that development achieves a satisfactory relationship to adjacent development and does not cause unacceptable effects by reason of visual intrusion, overlooking, shadowing, overbearing effect, noise, light pollution or other adverse impacts on local character and amenity

This site is in the Green Belt and has neighbouring residential properties. The site is industrial, not open to customers at the weekend and after 5pm, and there are no other illuminated signs nearby. Illuminance will be visible intrusion in a Green Belt location, an alien feature for the locality and causing nuisance/distraction to neighbouring residential properties and adversely affecting openness and having an urbanising effect.

The signage is considered acceptable in terms of its size and position, it is the illuminated nature of the advertisement that is objected to as it would be prominent and conspicuous when viewed by nearby residents in the hours of darkness. The immediate area is characterised by a mixture of commercial and residential properties which mainly have muted tones. There is a distinct absence of illuminated advertisements in the area. The illuminated images would appear in direct and unacceptable contrast to the mainly muted tones of the nearby buildings.

Whilst there are streetlights along the roadside, they are slim-line in appearance and are not seen as dominant features in the street-scene. The illumination highlights the sign to make it appear prominent and bright on the skyline. Overall, it would be seen as a harsh and lurid addition to this part of the semi-rural landscape.

Policy EQ3 - Rural Development states that outside the settlement boundaries and sites allocated for development as defined on the Policies Map, including the Green Belt, the Council will seek to ensure that new development is strictly controlled in order to protect the landscape's intrinsic character and distinctiveness, including the character, appearance, and integrity of the historic and cultural environment.

Whilst it is accepted that the applicant seeks to raise the visible presence of his business on site, the need for the addition of illumination does not appear justified, especially as the site is not operational after 5pm. It is not necessary to publicise the presence of Tecties on site after opening hours, when it is inevitable that the glow of the lighting will be visible from beyond the immediate vicinity, causing irritation and nuisance to residential neighbours during the hours of darkness.

NPPF paragraph 141 reaffirms the question of assessing advertisements in terms of controlling impacts on amenity, there is no public safety issue raised by this proposal.

The proposal is considered not to comply with policies EQ3 and EQ6 of the Local Plan and the aim to protect amenity through sensitive siting and good design within Chapter 12 of the NPPF.

CONCLUSION / PLANNING BALANCE

The application seeks advertisement consent for signage and its illumination. Whilst the signage is considered acceptable and accords with policy, the illuminance is not approved due to the insensitive siting within a Green Belt location and a location whereby it will be out of character and be detrimental during the hours of darkness to the amenity of surrounding residential properties.

As such, the application is recommended for approval, with a strict condition NOT approving the illumination proposed notwithstanding being part of this application.

OFFICER RECOMMENDATION: APPROVAL (ILLUMINATION REFUSED)

Case Officer: Pet Twigg

Recommendation Date: 6.2.2024

X 

Signed by: Ben Haywood

On behalf of High Peak Borough Council