

Supporting Statement and Heritage Impact Statement

Proposal

This application seeks advertisement consent for the erection of up to 13no. lamp post banners on existing lamp columns along Spring Gardens.

Planning History

HPK/2005/0423 – Temporary erection of 13 banners on relevant lamp posts during festival (Advertisement Consent) – Approved, 08.07.2005

HPK/2005/0490 – Advertising banner located on decorative lampposts (Advertisement Consent) – Approved, 19.08.2005

HPK/2007/0450 – Temporary lamp post flags (Advertisement Consent) – Approved, 06.08.2007

HPK/2009/0314 – Lamp columns and flags on free standing poles, national flags in archway of The Crescent (Advertisement Consent) – Approved, 11.08.2009

HPK/2012/0107 – Series of cultural banners for festival and events in the town (Advertisement Consent) – Approved, 15.05.2012

HPK/2013/0119 - Proposed series of cultural banners for festivals and events in the town (Advertisement Consent) – Approved, 13.05.2013

HPK/2022/0316 – Vinyl lamp post banners to promote Buxton HAZ (Advertisement Consent) – Approved, 06.01.2023

Policy

In accordance with para 136 of the National Planning Policy Framework (NPPF) the quality and character of a place can suffer as a result of poorly placed and designed advertisements. Control of advertisements should be efficient and effective and simple in concept and operation. However, as set out in para 136, only matters of amenity and public safety and the cumulative impacts of advertisements should be taken into consideration. Advertisements that are subject of an Advertisement Application should be considered only in the interests of amenity and public safety taking account of cumulative impacts.

Local Plan policy EQ7 seeks to safeguard heritage assets in a manner appropriate to their significance. This is to be achieved, by requiring proposals in Conservation Areas, and within the setting of Listed Buildings, to demonstrate how the proposal has taken account of the design, form and siting of development to ensure that proposals are sympathetic to minimise harm to the heritage asset.

Impact Assessment

This application follows application reference HPK/2022/0316 which grants advertisement consent for the erection of a series of lamp post banners designed to support and promote the Buxton High Street Heritage Action Zone (HSHAZ) grant

scheme. Approval was granted on the 6th January 23 subject to condition. Condition 2 requires the removal of the banners by no later than four weeks following 31st December 2024, unless otherwise agreed in writing. It is understood that this restrictive condition was applied following member concerns regarding the specific design of the “Hi! Buxton” banner. The design of this banner was determined by Historic England, who administer the grant programme and the design reflects the national branding of the Heritage Action Zone. The HSHAZ comes to an end on the 31 March 2024 so there is no longer a requirement to display the “Hi! Buxton” banner. However, the approval also allowed the display of 6 additional banners to publicise the cultural and community strands of the Buxton HSHAZ under the umbrella of Our Street. Funded by Historic England this organisation brings Buxton people together through a series of events and activities. It is therefore considered important to provide a mechanism to enable these community groups to continue to publicise their role within Spring Gardens beyond the closure of the grant scheme.

We are therefore seeking a fresh advertisement consent which will enable the display of banners for the statutory time period of 5 years.