

DELEGATED DECISION REPORT

HPK/2023/0344 & HPK/2022/0345 (LBC) Valid 20/09/2023	UNIT 1, HOWARD TOWN SHOPPING PARK, VICTORIA STREET, GLOSSOP, DERBYSHIRE, SK13 8HS	1NO HALO ILLUMINATED LOGO & LETTERS TO FRONT FASCADE & 1NO TROUGH LIT HANGING SIGN OVER MAIN ENTRANCE (ADVERTS & LISTED BUILDING CONSENT)
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MAIN ISSUES

- Principle of Development
- Impact on Amenity (including Heritage Assets)
- Impact on Public Safety

DESCRIPTION OF SITE

The application site relates to a single storey building, in use as a take-away, which is located within the development boundary for Glossop as defined by the Local Plan policies map. The building forms part of a Grade II Listed Building, known in the Historic England listing as “Two Lodges and Gates to Woods Mill and Attached Wall (Woods Mill not included”. The Historic England list entry describes the property as:

2 gatehouses, now tourist information office and store with attached walls and gate piers. Mid C19 with C20 alterations. Ashlar gritstone with ashlar dressings and coursed millstone grit to sides and walls. Welsh slate roofs. EXTERIOR: single storey facades with 2 storey interiors. Street front, both gatehouses have rusticated facades each topped with pediment supported on single end pilasters and plain frieze. Central doorways with cornice on brackets and plain battered architraves. North gatehouse has paired plain sash windows either side of central doorway. Right return to north gatehouse has 2 horned sash windows, and rear elevation re-ordered C20 with rendered attic storey. Left return to west gatehouse with single C20 casement windows to each floor, and doorway to right in chamfered ashlar surround. INTERIOR: not inspected. SUBSIDIARY FEATURES: the 4 gate piers are of rusticated ashlar blocks with pyramidal caps on narrow scrolled paired brackets. Ornate cast-iron gates. The wall attached to west gatehouse is buttressed at intervals to the right.

The application site relates to one of the two gatehouses covered by the Listing. The site lies within the Glossop (Norfolk Square) Conservation Area and also lies within the Town Centre Boundary for Glossop. There are a number of other Listed Buildings within close proximity of the site.

As confirmed above, the building is in use as a take-away. The building has been extended previously with a glazed extension to the rear. The front façade remains largely unaltered with the exception of signage attached to its pediment.

PROPOSAL

These applications seek advertisement consent and Listed Building Consent for the replacement of existing signage on the building.

The proposed signs include:

1 x Fascia Sign to west (roadside) elevation. The sign would include the Dominos Pizza logo and lettering of "Domino's". The logo would be red, blue and white in the companies colours, while the lettering would be white. The sign would be 3755mm in width and would have a maximum height of 800mm. The logo and lettering would be constructed from steel and would be halo illuminated.

1 x Hanging Sign to east (main entrance) elevation. The sign would include the Dominos Pizza logo and lettering of "Domino's". The logo would be red, blue and white in the companies colours, while the lettering would be white. The sign would be 3600mm in width and would have a maximum height of 770mm. The logo and lettering would be constructed from steel and would be illuminated with a trough.

RELEVANT LOCAL AND NATIONAL PLANNING POLICIES

High Peak Local Plan (Adopted 2016)

S 1 Sustainable Development Principles
S 1a Presumption in Favour of Sustainable Development
S7 Buxton Sub-Area Strategy
CF1 – Retail and Town Centres
EQ6 Design and Place Making
EQ7 Built and Historic Environment

Supplementary Planning Guidance/Documents

High Peak Design Guide (2018)
Glossop Conservation Area Character Appraisal (2006)

National Planning Policy Framework

Section 12: Achieving Well-designed Places
Section 16: Conserving and enhancing the historic environment

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

HPK/2011/0479 - Listed building consent for proposed signage – Approved – 08/11/11

HPK/2011/0478 – Proposed Signage – Approved – 08/11/11

HPK/2011/0079 - Listed Building Consent for alterations to use of the Gate House for A3/A5 Use – Approved – 03/08/11

HPK/2011/0078 - Alterations to use the Gate House for A3/A5 Use – Approved – 03/08/11

CONSULTATIONS

Publicity

Site Notice expiry date: 18/10/23
Neighbour consultation period ends: 19/10/23
Press Advert: 19/10/23

Public Comments

None received

Town / Parish Comments

None received

DCC Highways

The application states that the signage will have maximum luminance of 300 cd/m²; subject to the luminance not exceeding 800 cd/m² there are no highway authority objections to the application

Environmental Health

No objection

Conservation Officer

I have no objections subject to: - The omission from the scheme of illuminations by way of LEDs, uplighters, downlighters and light fixtures of this nature.

NATS

No objection

OFFICER COMMENTS

Paragraph 132 of the NPPF states that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. The quality and character of places can suffer when advertisements are poorly sited and designed.

There are currently no policies in the Adopted Local Plan which refer specifically to the control of advertisements. However, as the signage would be attached to a building where the impact upon designated heritage assets would be a consideration. Therefore, policies EQ6 and EQ7 is relevant. EQ7 allows for

proposals that are sympathetic and take account of design, form, scale and use of traditional materials.

Paragraph 185 of the NPPF advises Local Planning Authorities to take account of the desirability of sustaining and enhancing the significance of designated heritage assets and putting them to viable uses consistent with their conservation whilst Para 196 advises that any less than significant harm should be outweighed by the public benefits of the proposal.

The proposals include the replacement of the existing signage for Domino's pizza. An existing sign is positioned centrally above the door, and below the pediment of the roadside elevation. This sign includes just the wording of "Domino's" and in corporate colour. The sign has halo illumination. The replacement sign to this elevation would be positioned in the same location, centrally, above the door and below the pediment. The sign would be slightly wider than the existing. Nonetheless, the sign would retain all features within the building of architectural interest, i.e. its openings and prominent pediment. The siting and scale of the sign is such that it would not visually compete with the building. The effect of the sign of similar scale, siting and means of illumination is such that there would be no effect on the significance of the Listed Building.

To main entrance of the site is located to the rear of the building via a modern glazed extension. The entrance has an existing hanging sign from its canopy which is externally illuminated with trough lighting. Again, the proposed sign would be of similar scale, siting and illumination to the existing. The proposed signage would be connected to the extended part of the building and, as such, would not affect any feature of architectural significance. The sign would not visually detract from the existing building or affect its significance of the on the Listed Building.

The overall effect of the proposals on the Listed Building would be neutral.

The site is also within the Conservation Area and lies within the setting of other Listed Buildings in the area. As the proposals are found to be a neutral intervention on the building itself, it is considered the effect on other heritage assets would similarly be neutral. The character and appearance of the Conservation Area, and setting of nearby Listed Building would, therefore, be preserved.

With regard to public safety, it is considered that the signs are appropriately positioned and sited as to not cause obstruction or distraction to users of the public highway. Maximum illumination of the signs has been suggested by DCC Highways which could be secured via condition.

CONCLUSION / PLANNING BALANCE

It is considered that the proposals are acceptable and would comply with the policies contained within the Development Plan, when considered as a whole, and guidance within the NPPF, and as such it is recommended that the applications for advertisement consent and Listed Building Consent be approved subject to appropriate conditions.

OFFICER RECOMMENDATION: APPROVE ADVERT AND LBC

Case Officer: Declan Cleary

Recommendation Date: 14/11/23

X *B.J. Haywood*

Signed by: Ben Haywood

On behalf of High Peak Borough Council