

DELEGATED DECISION REPORT

HPK/2023/0554
Valid 15/02/2024

WREN NEST RETAIL, THE
WRENS NEST GLOSSOP
BROOK ROAD
GLOSSOP

APPLICATION FOR CONSENT
TO DISPLAY AN
ADVERTISEMENT(S) -
THE INSTALLATION OF A
GOLDEN ARCH TO EXISTING
FREESTANDING TOTEM.

(ADVERTISEMENT CONSENT)

MAIN ISSUES

- Amenity
- Public Safety

DESCRIPTION OF SITE

The application site relates to an existing advertisement Totem on the Glossop Brook Road, the entrance road to the, Wren's Nest retail Park in Glossop. The Totem is two sided and is 5.9m high which has a list of the current retail and leisure occupiers. It is a non-illuminated sign. It is situated adjacent to the pedestrian crossing junction and the Glossop Brook.

The site is in the Wren's Nest Conservation Area and adjacent to the Wren Nest Mill which is Grade II listed. The site is also in flood zone 3.

PROPOSAL

Advertisement consent is sought for the erection of a McDonalds golden arches or 'M' on top of the existing totem sign. The M measures 0.9m high and just over 1m wide and would increase the overall height of the totem to 6.8m high. It is yellow acrylic and would be internally illuminated (illuminance level 600cd/m²).

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
EQ7 Built and Historic Environment

Supplementary Planning Documents

Glossop Design and Place making Strategy

The Glossop Conservation Area Character Appraisal SPD

National Planning Policy Framework

Chapter 12: Achieving well-designed and beautiful places, paragraph 141

Chapter 16: Conserving and enhancing the historic environment.

Planning Practice Guidance

Advertisements:

- Considerations affecting public safety
- Considerations affecting amenity

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

HPK/2005/0695 – 3 No. Free Standing Totery Signs – Approved 01.11.05

CONSULTATIONS

Publicity

Site Notice expiry date: 20.03.24

Neighbour consultation period ends: 20.03.24

Press Advert: 21.03.24

Public Comments

Two objections have been received from residents of Wren's Nest Mill, the adjacent apartment block. They comment that McDonalds can already be clearly seen from the High Street without the need for additional branding in a conservation area, resulting in an increase in light pollution. They also comment that it would be visually intrusive when viewed from their property.

Derbyshire County Council Highways

No Highway safety objection.

Derbyshire County Council Flood Team

No comments as a minor application.

Conservation Officer

Objection - inappropriate location adjacent to GII listed Mill.

No heritage statement accompanies this proposal to inform the scheme or the location and to meet NPPF wording.

OFFICER COMMENTS

Principle of Development

According to the Planning Practice Guidance: Regulation 3 requires that local planning authorities control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors.

Visual Amenity

The PPG advises: *“Amenity” is not defined exhaustively in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. It includes aural and visual amenity (regulation 2(1)) and factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest (regulation 3(2)(a)).*

It is, however, a matter of interpretation by the local planning authority (and the Secretary of State) as it applies in any particular case. In practice, “amenity” is usually understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement or site for the display of advertisements, where residents or passers-by will be aware of the advertisement.

So, in assessing amenity, the local planning authority would always consider the local characteristics of the neighbourhood: for example, if the locality where the advertisement is to be displayed has important scenic, historic, architectural or cultural features, the local planning authority would consider whether it is in scale and in keeping with these features.

This might mean that a large poster-hoarding would be refused where it would dominate a group of listed buildings, but would be permitted in an industrial or commercial area of a major city (where there are large buildings and main highways) where the advertisement would not adversely affect the visual amenity of the neighbourhood of the site.

The site is not only within a conservation area (Wren's Nest) it is also adjacent to a Grade II listed building, therefore the site is considered to be in a highly sensitive location with heritage value. The Mill was listed in 1978 in recognition of historical importance as a former cotton spinning mill with integral engine house, significant to the 19th Century development as Glossop as a mill town. As such it is a landmark building in its locality and a fundamental feature in the wider conservation area.

The Glossop Conservation Area Character Appraisal SPD explains the importance of the mill buildings to the town:

“The architectural style and character of the mill buildings are typical of their period and locality. They have been constructed from locally sourced gritstone from nearby quarries with Welsh blue slate roofs. By their very nature the elevations display a strong rhythmical pattern of window openings. Wren Nest Mill (Grade II) dominates the western entrance to the town centre. It is a substantial imposing gritstone industrial building of 5 storeys.” (paragraph 3.9)

The existing totem was purposefully limited in height so not to compete with the listed building setting and critically it is not illuminated as that was not considered appropriate to the listed building and wider conservation area setting. It would therefore be inappropriate to increase the height of the totem and add an illuminated M to the top of the totem which is at odds with the heritage setting.

It is also noted that the existing totem sign already has McDonalds listed as an occupier in the same manner that other occupiers are listed on the sign. Therefore the proposed addition of an illuminated sign is considered unwarranted and excessive. Moreover, an existing totem sign has been installed on Glossop Brook Road which is visible on the approach to the site therefore this additional advertisement is considered unnecessary. Notably the McDonald's site is just outside of the conservation area.

In addition to the heritage concerns, the proposed signage in addition to the combined cumulatively with all of the other signage is considered to create visual clutter at the site, resulting in a negative impact on the visual amenity of the area.

The proposal is therefore considered unacceptable and contrary to local plan policies EQ6 and EQ7 which seek to protect heritage and promote good design.

Residential Amenity

Paragraph 135 f) of the NPPF seeks to secure a high standard of amenity for all existing and future occupants as does local plan policy EQ6.

Two local residents from Wren's Nest Mill have objected to the proposals raising concerns about the visual impact of the proposals and the effect on their outlook. These are considered valid considerations especially given the proximity of the totem to the listed building and the fact that it would also be illuminated.

The proposals are considered to have a detrimental impact on the amenity of the occupiers of Wren's Nest Mill and therefore contrary to local plan policy EQ6 and the NPPF.

Highway Safety

Public / Highway Safety Paragraph 108 of the NPPF states that patterns of movement, streets, parking and other transport considerations are integral to the design of schemes and contribute to making high quality places. Local Plan policy CF6 relates to transportation and highway safety

In the absence of any objection from the highway authority no highway safety implications are envisaged. Highways have stated that as the signs would be erected on private land, would be built to the specification as stated on the application plans and would not be illuminated, they would not have any kind of detrimental impact on highway safety.

Thus, the proposed development would have no impact on highway safety, in accordance with policy CF6.

CONCLUSION / PLANNING BALANCE

In conclusion, the proposed signage is considered harmful to the setting of the listed building and conservation area. Moreover it is considered unwarranted given other advertisement that exists in the area and would result in an unnecessary proliferation of signage. Therefore, the application is recommended for refusal.

OFFICER RECOMMENDATION : Refuse

Case Officer: Rosie Dinnen

Recommendation Date: 10.04.24

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Signed by: Jane Colley Signature

On behalf of High Peak Borough Council