

St Andrews Castle 33 St Andrews Street South Bury St Edmunds IP33 3PH

High Peak District Council

Via Planning Portal

Our Ref: 1717/Golden Arch/052024

Planning Portal Ref: PP-13028366

02/05/2024

Dear Sirs,

Wren Nest Retail Park, The Wrens Nest, Glossop Brook Road, SK13 8GN

Installation of one non illuminated golden arch to an existing freestanding sign.

Please find attached an application for the installation of a non illuminated golden arch to an existing freestanding sign.

The new McDonald's restaurant recently opened and is sited behind the Wren Nest Retail Park shopping centre, with limited visibility from the High Street.

An application (HPK/2023/0554) was submitted earlier this year for an illuminated sign in this location. and was refused on 11/04/2024 for the following reason:

The proposed illumination signage is considered excessive and inappropriate in terms of its scale, form and siting which would visually harm the significance of the adjacent listed building and conservation area. The addition of an illuminated sign to the existing unilluminated totem would create visual clutter to the area which is harmful to setting of the listed building and conservation area. It would also have a detrimental impact upon the residential amenity of the occupants of the adjacent listed mill building. Cumulatively, with the combined impact of other signage in the area, the proposal would result in unacceptable visual clutter and fail to preserve and enhance the conservation area and setting of the Listed Building. The proposal therefore is therefore contrary to policies EQ6 and EQ7 of the High Peak Local Plan 2016 and National Planning Policy Framework.

Various options have been reviewed to address the improved visibility of the site, with respect to the policies EQ6 and EQ7 of the High Peak Local Plan 2016. The illumination has been removed, to correlate with the existing sign and the overall height of the totem is minimally impacted with the introduction of the golden arch. The removal of the illumination will dramatically reduce the visual clutter that is highlighted within the previous reason for refusal.

The overall impact to the surrounding area will be minimal but will improve the economic sustainability of the new restaurant.

If you have any queries relating to this application, please do not hesitate to contact us.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'SC pA', written in a cursive style.

Sarah Carpenter

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