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Our Ref: HSWG

APPLICATION FOR EXPRESS CONSENT: TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007

INSTALLATION OF 1 x NON ILLUMINATED ADVERTISING SIGN (MEASURING 1.8m WIDE x 1.2m HIGH) ON GABLE OF 117 HIGH STREET WEST, GLOSSOP SK13 8BB

Dear Sir / Madam

This advertisement application seeks retrospective planning consent for 1 x non-illuminated advertising sign (measuring 1.8m wide x 1.2m high) to the flank wall elevation of No. 117 High Street West, Glossop, which is a two storey property located within the built-up area boundary of the town and within the Wren Nest Conservation Area.

This application arises as a result of the email correspondence between my client and Michael Darling (Compliance and Monitoring Officer) at High Peak Borough Council, who advised the Applicant in his email dated 02/0724 that appropriate action should be taken to formalise the status of the existing sign.

This statement is submitted in support of the advertisement application by my client, Directional Sign Co, and should be read in conjunction with the enclosed documents. It is recognised that the application site is located within the Wren Nest Conservation Area. In order to comply with the advice set out in Paragraph 189 of the National Planning Policy Framework (NPPF), a Heritage Impact Assessment is required *"to support any planning application within designated conservation areas, registered historic parks or gardens, or affecting known archaeological sites"*.

A Heritage Impact Assessment has therefore been included with the support documents, and provides details on the description and impact of the development proposal on the significance of the heritage asset – (in the case of the application site this refers to its setting within the Wren Nest Conservation Area).

- Express Consent Application Form
- Planning letter statement (this document)
- HSWG1 Site Plan at 1: 500
- HSWG2 Location Plan at 1:1250
- HSWG3 Specifications Drawing
- HSWG4 Existing Elevation View with Sign

- HSWG5 Heritage Impact Statement
- HSWG6 Wren Nest Conservation Area Map
- Planning Fee paid via Planning Portal

SITE AND SURROUNDING AREA

The application site faces onto High Street West with a narrow access road running parallel to Glossop Brook directly below the flank wall elevation where the advertising sign is located. The host premises comprise a two storey / semi-detached property constructed in a lightly coloured stone with the ground floor occupied by Red Hair Design and the first floor comprising residential accommodation.

Although the application site is located within the Wren Nest Conservation Area, (as can be seen on the support document **HSWG6 Wren Nest CA Map**), the advertisement sign does not overlook any listed buildings in the vicinity of the site, nor is it viewed in the context of any heritage assets.

The street scene is predominantly commercial in character where commercial, leisure and public uses are in close proximity to the application site. The overall visual impression of the street scene at this point is one of openness, and where the road passes through a built up area with development, activity, and signage on all sides.

It is considered that the size and scale of the advertising sign is in keeping with the site's setting, which comprises a mix of old and new buildings, and a wide range of scales and styles which reflect the varying uses and ages of the buildings. There are no heritage assets within close proximity to the site where their setting would be adversely affected by the advertising sign.

The advertising sign does not overlook any listed buildings in the vicinity of the application site, nor is it viewed in the context of any heritage assets. The directional signage associated with McDonald's takeaway restaurant supports the nearby outlet at Glossop Brook Road, and is considered to be proportionate with regards to its scale and ratio between the signage and the flank wall elevation of the host building.

Glossop has a busy and thriving shopping and commercial area set within a historic core, which the Council seeks to preserve wherever possible. The Wren Nest Conservation Area (CA) comprises the heart of Glossop, and it is focused on High Street West which runs as the 'spine' of the town with its several crossroads. The character of the area comes from the commercial buildings throughout which dominate the CA, as well as statutory listed buildings and the buildings of local interest.

High Street West is lined with shops and commercial premises, which are occupied by a mix of national and local retailers as well as pubs, cafes, fast food takeaways, banks, estate agents, hairdressers, supermarkets and restaurants. The attractive historic buildings provide a strong sense of place and the generally pleasant public realm contributes to the vitality of the town centre.

The proper consideration for the purpose of this application is to measure the proposal against Government advice, and the reality of the site and surroundings, rather than place emphasis on the location within the Conservation Area.

APPLICATION BACKGROUND AND PROPOSAL

The Applicant is seeking to formalise the status of the application site by submitting a retrospective application for the retention of the existing advertising sign (measuring 1.8m wide x 1.2m high) to the flank wall elevation of No. 117 High Street West, Glossop.

As can be seen in the site photos supplied with the planning statement, the advertising sign is already in situ. The sign does not include any illumination or changing advert images, and the Applicant is seeking consent for the standard express consent period of 5 years (from date of consent).

The application site does not obscure or cut across any significant architectural features, and does not harm the visual simplicity and general mass of the built environment which forms the surroundings to the site.

Local and national policies recognise that advertising is an important part of commercial activities which rely on external advertisements or signage to communicate information to sell goods or services. Advertising is a prominent feature in modern society and contributes to the attractiveness of the urban street scene by introducing colour, variety, and interest

Relevant Local and National Planning Policies

The Local Development Plan for this site comprises the High Peak Local Plan (2016). Adopted Supplementary Planning Guidance documents and the National Planning Policy Framework (NPPF) are also material considerations in determining advertisement applications.

High Peak Local Plan 2016

S1 Sustainable Development Principles
S1a Presumption in Favour of Sustainable Development
EQ6 Designing and Place Making
EQ7 Built and Historic Environment

National Planning Policy Framework

Principle of Development

Paragraph 136 of the NPPF states that advertisements subject to a specific consent process, should be subject to control only in the interests of visual amenity and public safety. The site is located within the built-up area boundary of Glossop and within the Wren Nest Conservation Area. As such the application is subject to Local Plan Policy EQ7 and relevant paragraphs under Chapter 16 of the NPPF.

VISUAL AMENITY

The meaning of amenity can be wide ranging, but in the context of assessing advertising, it is usually defined as being the impact on visual amenity in the immediate neighbourhood. As such, the local characteristics of the site are material in assessing the proposal's impact. The character and appearance of the application site is predominantly commercial, and is dominated by the highway location which has an open and spacious feel.

The NPPF states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective, and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment.

In assessing visual amenity, regard needs to be made to the cumulative effect that the advertisement may have on its surroundings. Relevant considerations for this purpose include the local characteristics of the neighbourhood, including scenic, historic, architectural or cultural features which contribute to the distinctive character of the locality. The application site does not obscure or cut across any significant architectural features, and will not harm the visual simplicity and general mass of the built environment which forms the surroundings to the site.

It is considered that the scale, design and siting of the advertisement is in keeping with the site's setting, which comprises a mix of old and new buildings with a wide range of scales and styles which reflect the varying uses of the buildings. The dimensions of the sign are 1.8m wide x 1.2m high, and this type of

signage is not an '*unusual feature*' in the street scene of urban areas of most towns and cities across the country. The application proposal would not be out of keeping with the visual amenity of the area, and the advertisement would not appear as an unduly prominent or obtrusive feature by reason of its size and scale on this main road into and out of the town centre.

National policy guidelines clearly state that "*some advertising may be acceptable when it is carefully related to the size and scale of surrounding buildings*". It is considered that the simple rectangular form of the signage presented with horizontal emphasis responds well to the form and size of the surrounding buildings.

The existing sign faces directly on to a street scene where commercial, residential and public uses are in close proximity. This is a mixed use area where the overall visual impression of the street scene at this point is one of openness.

It is considered that the location of the application site within the boundary of the CA is not a valid argument for refusing consent. Many conservation areas across the country include commercial premises ranging from small corner shops to large commercial centres consisting of a mix of retail, leisure, and public uses, so outdoor advertising and commercial signage can be essential to the commercial vitality of these areas. It is therefore not unusual to find that commercial advertising displays and signage are prevalent in these areas.

The setting of the application site is comparable to many sites where advertising displays have been permitted within, or in proximity to, designated conservation areas. In these cases the relevant LPAs considered that the advertisements were "*appropriate in the street context, and preserved the character and appearance of the conservation areas*", as they were also located in predominantly mixed use areas of large open scale.

Advertisements which comprise illumination or changing images would not be permitted in the CA, and the application does **not** seek to introduce this type of modern and more prominent advertising format. The application site consists of a printed advert image on a traditional signboard.

PUBLIC SAFETY

With regard to public safety, this principally relates to the effect of advertisements upon the safe use and operation of any form of traffic or transport. The main issue for consideration is whether the advertisement display or its location is likely to be distracting and capable of being a hazard to public safety.

When assessing the public safety implications policy guidelines state that "*LPAs will assume that the primary purpose of an advertisement is to attract people's attention, and will therefore not automatically presume that an advertisement will distract the attention of passers-by, whether they are drivers, cyclists or pedestrians.*"

The advertising sign is located so that it does not interrupt the visibility of any highways. Therefore it is logical to assume that the location and the display itself will not cause any distraction or confusion to any road users who are taking reasonable care for their own and others safety.

At the point of the application site the highway is well-lit, providing excellent forward visibility on approach to the site, allowing drivers to glance at any advert far in advance without being distracted from the road ahead. Under these circumstances such a familiar urban feature would not constitute a potentially hazardous distraction to anyone exercising a reasonable standard of care.

The main consideration when assessing the potential impact to highway safety is whether the advertising sign will obscure or interfere with any traffic signals or other road signs. It can be seen from the site

photos submitted with the application that the advertising sign does not obscure any traffic signals or road signs.

It is acknowledged that advertisements which comprise illumination or changing images may have the potential to increase driver distraction, however, the application does **not** seek to introduce this type of modern and more prominent advertising format. The application site consists of a printed advert image on a traditional signboard.

CONCLUSION

For the reasons set out in this planning statement letter, it is considered that the site is an appropriate location for the advertising sign in terms of both visual amenity and public safety. The Applicant is hopeful that the Council will support this application and that express planning consent will be granted.

An electronic bank transfer for the sum of £165 (plus £70 admin fee) will be made payable to High Peak Borough Council via the Planning Portal to cover the cost of the advertisement consent application.

I trust you will find the above application is in order, and we look forward to receiving your acknowledgement in due course, however, should you require any additional information, please do not hesitate to contact the undersigned.

Yours faithfully

Chris Welbourne
Outdoor Advertising Services