

HERITAGE IMPACT STATEMENT

PROPERTY -- GABLE OF 117 HIGH STREET WEST, GLOSSOP SK13 8BB

PROPOSED WORK – RETROSPECTIVE APPLICATION FOR ADVERTISEMENT CONSENT)

In order to comply with the advice set out in Paragraph 189 of the National Planning Policy Framework (NPPF), applicants are required to provide details on the description and impact of a development proposal on the significance of any heritage asset – (in the case of the application site this refers to its setting within the Wren Nest Conservation Area).

A Heritage Impact Assessment is now required to support any planning application within designated conservation areas, registered historic parks or gardens, or affecting known archaeological sites.

This Heritage Impact Statement will consider the effects, if any, of the retention of an existing non-illuminated advertising sign on the historical significance of the Wren Nest Conservation Area.

1) The Application Site

Gable of 117 High Street West Glossop SK13 8BB



Fig 1: Gable of 117 High Street West Glossop SK13 8BB with existing non-illuminated advertising sign in situ (July 2024)

2) Development Type

Within a designated Conservation Area

3) The Nature of the Asset

Although the application site is located within the historic Wren Nest Conservation Area, the host property itself is not recorded as a listed building or designated heritage asset. The application site is located towards the eastern boundary of the Wren Nest Conservation Area, (as shown on the attached map), and it does not overlook directly on to any sensitive parts of the Conservation Area (CA), and will not be viewed in close proximity to any statutory listed buildings.

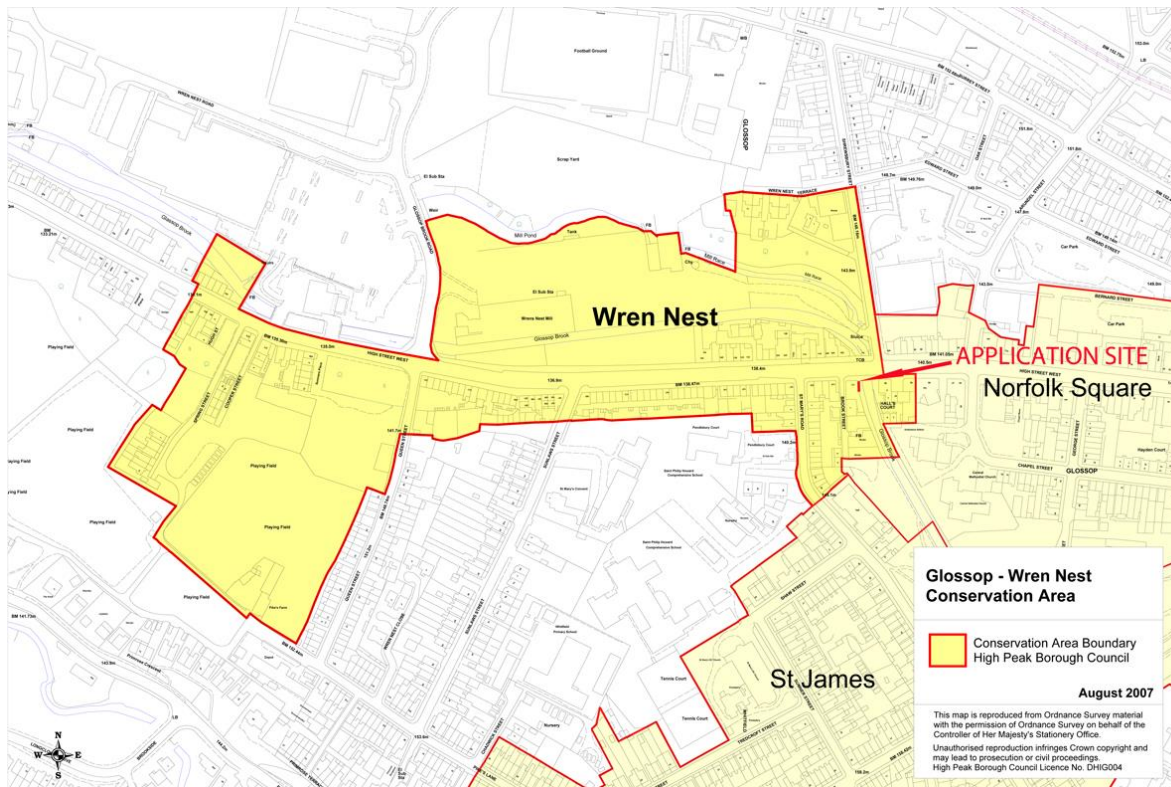


Fig 2: Location of Wren Nest Conservation Area.

Application Site highlighted in Red. (Wren Nest Conservation Area – Character Appraisal August 2007, High Peak Borough Council).

Glossop is a historic market town on the edge of the Peak District. The host property is located on High Street West and dates from circa 1900 when the commercial centre of the town grew and larger stores and banks were constructed around the High Street crossroads.

The building comprises a two storey / semi-detached property constructed in lightly coloured local gritstone with a natural slate roof with a rear extension of later construction.

The ground floor of the premises is occupied by Red Hair Design and the first floor comprising residential accommodation.

Glossop has a busy and thriving shopping and commercial area set within a historic core, which the Council seeks to preserve wherever possible. The 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 advertisement 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.

The architectural form of the area around the Appeal site as a whole is generally simple but bold, and the distinctive characteristic of the area is the dominance of the commercial buildings.

Many conservation areas across the country are thriving commercial centres, which 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, providing they do not detract from visual amenity. LPAs should therefore use advertisement controls flexibly in such areas.

The immediate environment of the application site is considered to be an appropriate area, which can accommodate non-illuminated signage without any adverse effect upon visual amenity. The Planning Practice Guidance (PPG) favours advertising sites in commercial areas, where their impact is commensurate with their setting. As such, the advertisement proposal at the application site is considered to be acceptable in principle.

There is not a presumption against advertising in the relevant national planning policy and guidance, and an advertisement proposal within a conservation area, or in close proximity to a listed building, should not be dismissed out of hand for locations such as the application site. The setting of the application site is comparable to thousands of examples across the UK where advertising signs have been granted consent in locations where they will be visible from within conservation areas, or erected on or close proximity to listed buildings.

The surrounding area of the application site forms the '*commercial core*' of the town of Glossop, which means that the advertising sign faces on to non-sensitive land uses, and the advertisement display is viewed in this context. It does not have an over-stated commercial connotation, as by definition, an advertisement seeks to promote commercial products, brands or services to a viewership in order to attract interest, engagement and sales with these commercial activities.

4) The Extent of the Asset

High Street west is a busy through route but with no statutory listed heritage assets in the locality of the application site. The requirements under conservation area legislation are that, where a LPA designates part of its area to be of special architectural or historic interest, any development proposal should preserve or enhance the character or appearance of the area. For practical purposes, any proposal which affects a conservation area must at least

preserve the area in the sense of doing no harm – i.e. a “neutral” effect. As the application site is located within the ‘*commercial core*’ of the town of Glossop, the advertising sign faces on to non-sensitive land uses, and the sign is viewed in this context.

As there are no listed buildings in the locality, the advertising sign may not enhance the conservation area, but at the same time it would have **no** detrimental impact upon the conservation area. In other words, the application proposal has a “neutral” effect.

The setting of the application site is comparable to many sites where advertising signs have been granted consent within, or in proximity to, designated conservation areas. In these cases the relevant LPAs considered that the proposed advertising signs were ‘*appropriate in the street context, and are not detrimental to the character and appearance of the conservation areas*’, as they were also located in predominantly commercial areas of large open scale.

The non-illuminated advertising sign is already in situ in an area where advertising signage can be essential to commercial vitality in the commercial and retail town centre. The CA covers a large part of the commercial core of Glossop, and as a result, the buildings within the CA are of various designs, styles and sizes. The architectural form of the host building is simple and does not have any features of architectural merit, and therefore, it is considered that the sign has no detrimental impact on the character and appearance of the Wren Nest Conservation Area (the asset).

5) The Proposed Works

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).

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

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.

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.

6) The Impact on the Asset

The Applicant acknowledges that the location of advertisements and commercial signage are not normally permitted within the sensitive areas of a conservation area, however, LPAs across the UK have decided that “*appropriately sited and well-designed advertising*” may be acceptable in conservation areas. As already stated, the existing advertising sign does not overlook directly on to any sensitive parts of the CA.

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 ‘Foamex’ display board.

Advertising displays of the size and design of the application site can be found in all major towns and cities across the UK, and as such the application site is considered to be an appropriate setting for an advertisement display in a locality of large open scale and mixed use character.

7) Conditions to mitigate harm

It is suggested that the proper consideration for the purpose of this application is to measure the advertisement proposal against Government design and planning advice, and permitted consents for similar advertisement developments in conservation areas. As already explained, national and local guidelines would appear to favour the generality of the application site and surroundings as suitable for this form of advertising.

In order to further mitigate the impact of the advertisement proposal upon the visual amenity of the conservation area, it is proposed that planning consent would be granted subject to the standard conditions as set out in The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended). Compliance with the following is necessary:

(i) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission;

(ii) No advertisement shall be sited or displayed so as to:

(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or

(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(iii) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site;

(iv) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public; and

(v) Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

(vi) Advertisement consent will be for the standard express consent period of 5 years (from date of consent).

(vii) The advertisement display will meet the standards set by the Advertising Standards Authority and will not contain any improper, misleading, controversial or offensive material.

(viii) The advertisement panel will not be illuminated or contain moving images.

CONCLUSION

The application proposal is simple in concept and similar to schemes that have been approved by LPAs across the UK. On balance, the size and scale and design of the advertisement display is in keeping with that of the setting, and so would not harm the visual amenity or the character and appearance of the conservation area.

11th July 2024