

DELEGATED DECISION REPORT

HPK/2024/0294
Valid 09/07/2024

18 26 WINSTER MEWS
GAMESLEY
GLOSSOP

ADVERTISEMENT CONSENT
FOR SHOP FRONT SIGNAGE.

(ADVERTISEMENT CONSENT)

MAIN ISSUES

- Amenity
- Public Safety

DESCRIPTION OF SITE

The site comprises a Nisa local convenience store situated within a neighbourhood shopping parade, Winster Mews, Gamesley. The site is within the built up area boundary and is not subject to any designations or planning constraints.

PROPOSAL

The application is for advertisement consent for comprising a fascia sign and plastic film attached to glazing. The fascia board is 16.3m long and 0.5m high with 0.03m depth. The signage is mainly dark grey with white lettering and yellow accenting, the current corporate colours for Nisa local. The window film covers 6 of the window panes which all measure 1.8m wide and 1.9m high and show food and drink images.

The works have already taken place and the submitted material doesn't confirm whether the sign is illuminated but being boxed signage it is presumed to be illuminated as the previous signage was. A dual application was also made for planning permission and advertisement consent but the proposals only relate to the advertisements and there have been no other changes to the shopfront so application HPK/2024/0286 has been withdrawn.

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

National Planning Policy Framework

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

Planning Practice Guidance

Advertisements:

- Considerations affecting public safety
- Considerations affecting amenity

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

HPK/2015/0546 - Proposed Signage - 2 off slimcase LED illuminated boxes with perspex panels to the face. Externally applied green digitally printed vinyl and 6 off silver anodised external lockable poster frames A2 – Approved 07.12.15

CONSULTATIONS

Publicity

Site Notice expiry date: 16.08.24

Neighbour consultation period ends: 16.08.24

Public Comments

None received

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 convenience store situated in a neighbourhood shopping parade which dates from the 1960s, the existing shopfront is modern as are those of the neighbouring shops. The fascia advertisement is not too dissimilar to what previously existed at the site when the premises was Londis (HPK/2015/0546).

The vinyl plastic film attached to windows is not ideal but is a current trend with modern convenience retailers and it is in Nisa's corporate style. The previous application HPK/2015/0546 also included similar vinyl window film.

The site is not in a sensitive location (i.e. conservation area) which warrants more careful consideration of design detailing therefore the proposals are considered acceptable and accords with local plan policies EQ7.

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.

There are residential properties above the shops but these are setback. It is presumed that the signage is illuminated as per the previous signage. It is concluded that the proposals would not have adverse impact on residential amenity. Conditions are imposed restricting hours of illumination to hours of opening and restricting illumination to be no greater than 190 candela. These conditions were imposed to the 2015 advertisement consent.

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.

The proposal would not give rise to any highway safety concerns,

CONCLUSION / PLANNING BALANCE

In conclusion, the proposed signage is considered acceptable and appropriate to the site and locality and is recommended for approval.

OFFICER RECOMMENDATION : **Approve**

Case Officer: Rosie Dinnen

Recommendation Date: 02.09.24

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Signed by: Jane Colley Signature

On behalf of High Peak Borough Council