

DELEGATED DECISION REPORT

HPK/2023/0485
Valid 15/03/2024

81 HIGH STREET WEST
GLOSSOP

RETROSPECTIVE
ADVERTISEMENT CONSENT
FOR ILLUMINATED
PROJECTING
ADVERTISEMENTS.

(ADVERTISEMENT CONSENT)

MAIN ISSUES

- Amenity
- Public Safety

DESCRIPTION OF SITE

The site comprises a barber shop in High Street West Glossop. It is located within the main shopping area of Glossop within the defined local plan town centre. The site is located with the Norfolk Square Conservation Area.

PROPOSAL

The application seeks advertisement consent for the retention of an illuminated advertisements comprising: a fascia box sign, a projecting sign and barber shop pole. The shopfront fascia sign occupies the full width of the building and is 4.5m wide and is 0.9m high it projects 0.4m from the shop front. The illuminated projecting sign is circular and has a diameter width of 1m. The illuminated barber shop pole is attached to the fascia advertisement and is 0.7m high and 2.8m from ground level.

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 & Council design guidance

Glossop Design and Place Making Strategy
The Glossop Conservation Area Character Appraisal SPD
Design Guidance for signs
Design Guidance for Shopfronts

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/2008/0478 – Extension to ground floor retail space and flat above, with new roof lights to existing roof space. New independent access to first floor flat. –
Approved 08.09.2008

CONSULTATIONS

Publicity

Site Notice expiry date: 09/05/24

Neighbour consultation period ends: 09/05/24

Press Advert: 02/05/24

Public Comments

One objection has been received which comments that the signage is not in keeping with Glossop High Street stating that they are too bright and garish.

Derbyshire County Council Highways

No objection

Conservation Officer

The sign is not in keeping with the humble qualities of the Conservation Area, and is overbearing in terms of style and appearance thus creating visual conflict within the setting of the Conservation Area. This visual conflict creates a discontinuity and continuation of the dilution of survived character in the area. It instead looks to depreciate it.

I disagree the project preserves any architectural character, nor does it contribute to any historic interest of the vicinity.

The scheme is not faithful to the High Peak Shopfronts design guide, nor does it take account of the closely accompanying listed building and setting; Grade II listed The Oakwood, a late 18th Century ornate stone gothic revival building.

Due to the visual impact and overbearing appearance of this scheme I do not agree that it is negligible, and advise that support is gained from the High Peak Shopfront

design guide to achieve a more appropriate and respectful frontage to this building. I cannot provide full support and recommend refusal.

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-boarding 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 located in the Norfolk Square Conservation Area in a prominent location in the High Street. The Conservation Area designations in Glossop town centre run contiguously, Howard Town to the east and Wrest Nest to the west, in recognition of the historic importance of town and the contribution its heritage plays in defining the character and appearance of the built environment.

The Glossop Conservation Area Character Appraisal reviews the characteristics of the Norfolk Square Conservation Area and specifically comments on the negative factors undermining the character and appearance of the conservation area and states at paragraph 3.68:

“Many traditional Victorian shopfronts within the commercial core have also been lost and replaced with badly designed shopfronts and signs. These unsympathetic

alterations are out of character with the buildings and general streetscene and far inferior to their original 19th century Victorian shopfronts. Fortunately, sufficient numbers of surviving traditional shopfronts still exist and these contribute to special historic character of Glossop. In addition to the loss of traditional shopfronts a significant number of commercial properties have also lost original joinery details to the upper floors.”

81 High Street West does still have a timber framed shop front with a door on the right hand side and until recently it had a very traditional shopfront with painted signage which included an attractive detailed cornice as google image below illustrates.



The decorative cornice appears to have been covered up and/or obscured by the signage which is unfortunate as it is evident that efforts have been made in the past to remove a box sign from the shopfront as the traditional fascia as the photograph shows.

The Council has design guidance on shopfronts and signs which encourages the retention of traditional shopfronts and signage in a conservation area so that the historic character of the street scene and individual buildings are preserved. The Design Guidance for Signs notes that *fascia signs are a most important element of the shopfront and local street scene* and that *care must be taken to integrate the fascia within the building and so avoid obscuring windows or architectural details. Flat fascias should be avoided by incorporating a projecting element about it known as the cornice.*

The design guidance also notes how unsympathetic modern signage can be: *An unfortunate trend in recent years has been to increase the area, especially the depth of the fascia and the more common use of plastic and shiny materials. This detracts from the appearance of both the building and the street.*

The fascia signage is clearly contrary to these design principles as it projects 400mm from the building and it is also elevated position 400mm above the top of the cornice that frames the fascia board. The sign is so high that it sits just below the cill of the upstairs window. It also has letters and images projecting beyond the fascia box. The signage is incongruous in the street scene as adjacent commercial properties have preserved the cornice line and have sited their signage below this on the original fascia board.

In terms of projecting signage, the design guidance notes *traditionally hanging signs were designed flat and attached to the plan or decorative iron brackets. Incorporating hanging signs into the street scene can add interest and individuality. Too many however, can produce a cluttered appearance.*

The brackets for a hanging sign remain in situ at the site above the fascia board and other premises along the same row of shops still use them as secondary signage but they are all simple non illuminated signs.

The design guidance also notes *Many projecting signs use materials such as acrylic, Perspex and plastic, which although appropriate to modern buildings may not be in keeping with older historic properties. Painted timber is preferable on older buildings, or in sensitive areas. Projecting box types signs tend to be bulky and uniform in style. The display of internally illuminated box signs and signs illuminated by neon tubes will not be appropriate in Conservation Areas.*

The projecting sign is circular, illuminated and has 1m diameter it is modern addition which is incongruous in a conservation area setting. It adds to visual clutter on the street and is deemed unnecessary to advertise the business given it is immediately adjacent to the oversized fascia sign. Similarly the barbershop pole signage is additional clutter that is not needed and inappropriate in the conservation setting adding to the bulk of main signage board.

The conservation officer objects to the application, commenting that *the sign is not in keeping with the humble qualities of the Conservation Area, and is overbearing in terms of style and appearance thus creating visual conflict within the setting of the Conservation Area.*

The applicant has submitted a Heritage Statement which states that the *'proposed shop signage will have negligible impact upon the character of the Norfolk Square Conservation Area as all the period shop front details are to be retained'*. The Heritage Statement has been prepared retrospectively to justify the changes to the building that have already occurred but it is clear from both the planning and conservation officer's analysis that the advertisements are inappropriate and detract from the character and appearance of the conservation area. Therefore, the suggestion that the impact is negligible can not be substantiated.

The proposals are 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.

The applicants were requested to submit illumination details with the application so an assessment could be made of the light spill from the signage. This information was never provided but the application was validated nevertheless. As the barber shop is essentially a daytime use there should not be a need to illuminate the premises outside of opening hours.

It is not clear if the premises above is used for residential purposes, the illumination of the premises could cause disturbance to the occupants if the illuminated signage is lit during the evening. Without this information it is difficult to assess whether the proposals are unacceptable on residential amenity grounds.

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 Highway Authority has responded to confirm that they have no objection on highways grounds and planning officers have no reason to take a different view. It is therefore concluded that 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 character and appearance of the conservation area. Therefore, the application is recommended for refusal.

OFFICER RECOMMENDATION : Refuse

Case Officer: Rosie Dinnen

Recommendation Date: 27.08.24

X *J. Colley*

Signed by: Jane Colley Signature

On behalf of High Peak Borough Council