

DELEGATED DECISION REPORT

HPK/2024/0260
Valid 24/09/2024

77 COHENS CHEMIST
HIGH STREET EAST
GLOSSOP

APPLICATION FOR CONSENT
TO DISPLAY AN
ADVERTISEMENT -
1NO. LOGO SIGN

(ADVERTISEMENT CONSENT)

MAIN ISSUES

- Amenity
- Public Safety

DESCRIPTION OF SITE

The application site comprises a side wall of a Victorian two storey terrace, formerly a public house but it is now operating as a chemists. The property is end of terrace and its eastern side borders Manor Street. The site is on the edge of the town centre with some commercial uses amongst residential terraced properties.

PROPOSAL

The application is for advertisement consent for comprising of an illuminated sign, an illuminated single sided lightbox measuring 0.7m wide by 0.9m in height. The advertisement is for Lidl supermarket comprising a its branded yellow and red circle on a blue background. It includes a directional arrow for customer car parking. The advertisement is proposed to be hung on the side wall of Cohen Chemist at eaves level, facing Manor Street.

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/2017/0638: Replacement of existing signage to new corporate brand image.
Fascia sign(s) 3 Projecting or hanging sign(s) 2 – Approved/split decision 09.03.18

HPK/2011/0316: Various Fascia And Projecting Signs – Approved 08.08.11

HPK/2011/0240: Convert Existing Window Opening Into Single Door Opening With Aluminium Door And Frame – Approved 01.07.11

CONSULTATIONS

Publicity

Site Notice expiry date: 05.11.24
Neighbour consultation period ends: 05.11.24
Press Advert: 24.10.24

Public Comments

None received

Derbyshire County Council Highways

No Objection

OFFICER COMMENTS

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 located within the Howard Town conservation area in a prominent location in the High Street. The Conservation Area designations in Glossop town centre run contiguously along the High Street, Norfolk Square and Wrest Nest cover the High Street east to 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 High Peak Design Guide for Signs (SPD) states that *"Advertisements that are sensitively designed and located can make a significant contribution to the character of the street scene. However, a proliferation of advertisements and stickers needs to be restricted."*

Too much signage creates clutter and unnecessary adverts on the gable elevations are not a defining feature of the conservation area.

The gable elevation of 77 High Street is blank and care has been taken to preserve the conservation area with Cohens Chemist's existing signage. The Chemist's signage comprises two traditional hanging signs, one on each elevation, and the installation of externally lit lettering instead of a internally illuminated box signage. This is all appropriate signage for a conservation area locality and nods to the building previous use as public house where hanging signs would have been a traditional feature.. Whereas the proposed signage is not traditional and is out of place.

The introduction of the proposed signage detracts from the otherwise blank elevation. It is particular prominent because it is a corner plot at the junction with Manor Street. The signage forms an unsightly intrusion onto this elevation, introducing an eye sore and unnecessary clutter within the conservation area. Moreover, it bears no relation to the building on which it is positioned, Lidl is less than 100m away from the site. Lidl is an established supermarket in the town and everyone in Glossop knows where it is located they do not need additional signage to help them locate the store which is less than 100m away.

The design guide for signs 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 signage uses Lidl's corporate branding which is garish in colour and detracts from the recessive colour of the natural stone on the building. As such its visual impact is unacceptable.

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.”

Other applications for illuminated signage in Glossop Town Centre have been refused on the basis of their inappropriateness in a Conservation Area.

The signage adds visual clutter to the street and is deemed unnecessary to advertise the business which is within walking distance and is sited in an unrelated location.

The benefits of the sign would be mostly private to the business, in terms of attracting customers. There would be some minimal public benefit in assisting shoppers to locate parking. Whilst the harm to the conservation area would be less than substantial, it would not be outweighed by the limited public benefits.

Overall the signage is considered to harm the visual amenity of the conservation area. It is therefore considered unacceptable and contrary to the local plan policies EQ 6 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 drawing indicate that the illumination would be as follows:

- Blue Surface = 12-15 Cd/M2
- Blue Typeface = 12-15 Cd/M2
- Yellow Surface = 550 Cd/M2
- Red Surface = 85 Cd/M2

On the basis of these illumination figures the yellow circle would be highly lit. Accordingly, the illumination of the sign could cause disturbance to nearby residential occupants if the illuminated signage is lit during the evening and overnight. It is noted that 79 High Street East has five windows facing the side elevation. No details have been provided about when the signage would be lit and whether they would be illuminated 24/7.

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. Moreover, it is considered unwarranted given that it bears no relation to existing shop, with Lidl being located 100m away from the site. It is deemed unnecessary signage that is not required to locate the supermarket. Therefore, the application is recommended for refusal.

OFFICER RECOMMENDATION : Refuse

Case Officer: Rosie Dinnen

Recommendation Date: 15.11.24

X *B.J. Haywood*

Signed by: Ben Haywood

On behalf of High Peak Borough Council