JMS PLANNING

High Peak Borough Council
Market Place
Buxton
SK17 6EL

24th September 2025

Dear Sir / Madam

Re:Application on Behalf of Greggs Plc for Advertisement Consent, Shopfront Alterations, Erection of Plant and Associated Works at 24 Spring Gardens, Buxton SK17 6DE.

I am instructed by Greggs Plc to submit an application for Advertisement Consent, Shopfront Alterations and Erection of Plant at 24 Spring Gardens, Buxton SK17 6DE.

The application has been submitted via the Planning Portal (Ref: PP-14353187) and is submitted with the following supporting information:

1. Planning application form signed and dated;
2. Relevant Ownership Certificate and Agricultural Land Declaration signed and dated;
3. Site Layout Plan Ref.TQRQM25239142028104
4. Existing Ground and First Floor GA Plan Ref.RPEN/S6950/02
5. Existing Section A-A RPEN/S6950/04
6. Existing Elevations RPEN/S6950/05
7. Proposed GA Plan RPEN/S6950/06
8. Proposed HVAC Plan RPEN/S6950/08
9. Proposed Sections Ref. RPEN/S6950/09
10. Proposed Elevations Ref.RPEN/S6950/10

The requested planning application fee has been paid via the Portal.

In addition to the above and enclosed, we would be grateful if you could take into account the contents of this letter in the determination of the planning application.

Site Context

The application site, 24 Spring Gardens, occupies a ground floor retail unit within a Grade II listed terrace (Nos 12-28 Spring Gardens) in the heart of Buxton town centre. The terrace, constructed in 1878 by the Devonshire Estate and listed in 1997 forms part of the primary shopping frontage and sits within the Buxton Central Conservation Area of Spring Gardens.
The site directly opposite the Springs Shopping Centre, and benefits from high pedestrian footfall and active ground floor retail uses.

Registered office:
Valley Farm
Rumburgh Road
Wissett
IP19 0JJ

Company No. 09829806

The wider context comprises a mix of national and independent shops and service outlets typical of a busy market town. The A515 is located nearby and offers good vehicular connections. The site does not contain any TPOs.

Greggs proposes to occupy the unit. The lawful use of the application site is Class E and therefore planning permission is not required to change its use.

Planning History

The site at 24 Spring Gardens has a long established commercial use. Historic permissions include the 1989 approval for change of use to Class A2 (bank) for occupation by TSB, with subsequent consents for internal fit outs, illuminated fascia and projecting signs and minor alterations to support the operations of the unit.

Former Class A2 uses now fall within Class E under the Town and Country Planning Act Use Classes and as such, the proposed occupation by Greggs remains within Class E and no change of use application is required. The current application therefore seeks only planning permission for plant and advertisement consent.

The Proposal

This application comprises shopfront alterations and the installation of external plant to allow the unit to be operated by Greggs.

As such, consent is also sought for the replacement of the application site's existing fascia signage and installation of a projecting sign, in order to reflect the branding of the incoming operator.

The application site is located in a Conservation Area and is a Grade II listed building, but not in an area of Special Advertisement Control. Therefore, a separate application for listed building consent (Ref. PP-14343783) has been submitted.

All advertisements will meet the standards set by the Advertisement Standards Authority and will not contain any improper or offence material.

Policy Position

The relevant regulation for control of Advertisement is The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and it states that a Local Planning Authority should exercise its powers under these Regulations in the interests of amenity and public safety, taking into account the provisions of the Development Plan, so far as they are material; and any other relevant factors including national policy and guidance contained in the National Planning Policy Framework (NPPF) and National Planning Practice Guidance (NPPG).

The NPPG states that factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest. Should any of these features be present, the LPA should consider whether the proposed development is in scale and in keeping with these features. This means that a large advertising display 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 town or city, where the advertisement would not adversely affect the visual amenity of the neighbourhood where the site is located.

Factors relevant to public safety include the safety of people using the highway, railway or waterway; and whether the display of the advertisement in question is likely to: obstruct or impair sight-lines at corners, bends or at a junction, or at any point of access to a highway; obstruct or confuse a road-user's view, or reduce the clarity or effectiveness of a traffic sign or signal, or would be likely to distract road-users

because of their unusual nature; effectively leave insufficient clearance above any part of a highway, or insufficient lateral clearance for vehicles on the carriageway (due allowance being made for the camber of the road-surface); externally or internally illuminated signs (incorporating either flashing or static lights) where the means of illumination is directly visible from any part of the road, because of their colour, could be mistaken for, or confused with, traffic lights or any other authorised signals, because of their size or brightness, could result in glare and dazzle, or distract road-users, particularly in misty or wet weather; or when subject to changes of the display, where they do not display the whole message, if they require close study which are situated so that people looking at them would be insufficiently protected from passing vehicles; or those advertisements sited on narrow footpaths where they may interfere with safe passage by causing pedestrians to step into the road; or those which resemble traffic signs; obstruct of confuse road users view, or reduce the clarity or effectiveness of a traffic sign or signal.

National guidance on advertisements is set out within the NPPF (2024) where it is advised that control over advertisements should be simple, efficient and effective in operation. Advertisements should be subject to control only in the interests of amenity and public safety taking account of cumulative impacts (Paragraph 141).

The relevant development Plan comprises the High Peak Local Plan (April 2016).

Policy EQ7, Conservation Areas requires that development within the Buxton Conservation Area preserves or enhances its character and appearance and is guided by the Buxton Conservation Area Appraisal.

Policy S7, Buxton Sub Area Strategy supports development that protects and enhances the town' s historic character and architectural quality while maintaining Buxton's role as a key service and retail centre.

Policy S1, Sustainable Development Principles promotes development that protects and enhances the High Peak's build and historic environment while supporting economic vitality and community wellbeing.

Policy CF1, Retail and Town Centre Development of the High Peak Local Plan supports development within town centres that maintains or enhances their vitality and viability encourages active ground floor uses and reinforces the role of Buxton as a key retail destination.

Policy CF2, Primary Shopping Frontages seeks to maintain a predominance of retail and other Class E uses within identified primary shopping frontages, ensuring proposals strengthen the attractiveness and function of the main shopping areas.

Planning Issues

Advertisements

Local and national policy states that advertisements should be subject to control only in the interests of amenity and public safety and therefore this application will need to be assessed in terms of the effect of the proposed advertisements upon amenity and public safety.

Amenity Assessment

Local policy recognises that advertisements and signs are an important part of the street scene and seeks to plan positively for their installation. Local policy requires that a number of criteria are to be met in order for them to be acceptable.

The application site is located within a town centre and within an a conservation area. The proposed signage is modest in scale, of clear design and responds positively to the host building and its surroundings. In this context, the proposal will not adversely

impact residential amenity, given the unit's commercial character and distance from sensitive boundaries.

The policy context has been taken into consideration with this application proposal and it is considered that the proposed advertisement sign will be of high quality, clear design, in its size and location within the site and is appropriate to its context in which it is embedded, relating well to the surrounding area. Therefore, when assessed under the NPPF criteria and the adopted Local Plan it will not cause any detrimental impact on visual amenity or compromise public safety.

It is therefore considered that the proposed advertisements will be compliant with the policy framework of the NPPF and the adopted Local Plan.

Public Safety

The NPPG states that when considering public safety consideration should be given to whether the display of the advertisement in question is likely to obstruct or impair sightlines, obstruct, confuse or distract road users because of its unusual nature and/or external lighting resulting in glare or dazzle and/or reduce the clarity or effectiveness of traffic signs or signals. Namely, it relates to effect of advertisements upon the safety and operation of any form of traffic and transport.

The main issue, therefore, is to consider whether the proposal, in terms of size and location, is likely to be a hazard to public safety. In this regard the detailed location of the signage is set out on the plans and accompanying letter too and it is considered that the proposal would not be contributing or creating any road hazard for drivers by means of distraction.

The nature and character of the premises and the proposed advertisement is entirely in keeping with the character of the area and building and it is not considered to have any adverse impact on highway safety.

Overall, it is considered that the proposed signage for the site will be located in an appropriate location and does not constitute a potentially hazardous distraction to anyone exercising a reasonable standard of care for themselves and others.

Heritage Considerations

The proposed works have been carefully designed to preserve and enhance the special architectural and historic interest of 24 Spring Gardens which forms part of a Grade II listed terrace within the Buxton Central Conservation Area. The modest rear ventilation grille will have no adverse impact on the building's significance or the wider conservation area, ensuring the property continues to make a positive contribution to the character and appearance of this building.

External Plant

The plant equipment is located to the rear of the unit and is not visible from the high street or wider area. The proposed equipment is designed for quiet operation, thus the proposal will have a low impact on existing neighbouring occupiers whilst also complying with the Council's criteria and therefore the proposal complies with the requirements of policies of the High Peak Local Plan, respecting the amenities of nearby occupiers and creating an appropriate noise environment in which people can live and work. Notably, although the surrounding area is a mix of residential and commercial units, the proposed plant is positioned so that any impact will be negligible.

Flood Risk

The application site lies within Flood Zone 3, as defined by the Environment Agency. The proposal relates solely to the installation of plant and associated advertisements

all of which are to be located on existing areas of hardstanding. No ground works, changes in site levels or alterations to surface water drainage are proposed. As such, the development will not increase flood risk on site or elsewhere and will maintain the existing levels.

Conclusion

It is considered that the proposal accords with the objectives of the National Planning Policy Framework and local policy. It is considered that the fascia and projecting signs proposed is necessary for commercial reasons and sits comfortably in its visual context, respecting the character of the site and the wider area, and does not create a visual distraction for road users. It is considered that Greggs proposals for the site are of considerable merit, approaching the design in a sympathetic manner and conforming with policy guidance, therefore, it is considered that planning permission and advertisement consent should be forthcoming.

Should you have any queries regarding the attached or enclosed, please do not hesitate to contact Eva Straupenieks at eva@jmsplanning.com or on 07759 521680.

Yours faithfully

Eva Straupenieks
JMS Planning & Development
Encs

[redacted]