

New externally-lit signage at Waterside, Hadfield, Glossop, SK13 1BP.

Planning Statement

Prepared by



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This Statement accompanies the full planning application for the proposal.

1. Introduction

This Planning Statement has been prepared in support of an application for **Advertisement Consent** for new externally illuminated signage on the existing building at Waterside, Hadfield, Glossop (SK13 1BP).

The proposal seeks to install **modest, high-quality fascia signage** with **low-level external illumination**, designed to respect the site's character, ensure public safety, and comply with relevant national and local planning policies.

2. Site Context

The application site is an existing commercial property located on **Waterside, Hadfield**, within the administrative boundary of **High Peak Borough Council**.

Key site characteristics:

- Situated within an established commercial / mixed-use area.
 - Surrounded by similar building types featuring various fascia signs.
 - No impact on residential amenity due to orientation and separation from dwellings.
 - The building fronts a public road, making legible and safe signage essential for wayfinding.
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3. Proposal

The application seeks consent for:

- **Externally illuminated fascia signs** fixed to the building elevation. As shown below:
- Illumination provided via **low-intensity LED trough lighting** or equivalent directional lighting.
- Maximum luminance to comply fully with the **Institution of Lighting Professionals (ILP) – Guidance Notes for the Reduction of Obtrusive Light (GN01)**.
- No flashing, intermittent, or moving elements.
- Signage designed to match the building scale, maintaining clear visual hierarchy and avoiding clutter.

The illumination is required to ensure visibility during darker hours while remaining sensitive to neighbouring uses.



4. Policy Framework

National Planning Policy Framework (NPPF)

The NPPF states that advertisements should be subject to control only in the interests of:

- **Amenity**
- **Public Safety**

The proposal satisfies both requirements:

- The sign is proportionate, sympathetic to the building, and does not harm visual amenity.
- Lighting levels are controlled, reducing any risk to highway safety.

Town and Country Planning (Control of Advertisements) Regulations 2007

The proposal fully complies with the objectives of the Regulations, offering:

- Appropriately scaled signage
- Controlled illumination
- No detriment to public safety
- No harm to visual amenity

High Peak Local Plan Policies

Relevant policies include:

- **EQ6 – Design and Place Making**

- **EQ10 – Pollution Control**
- **CF6 – Accessibility and Transport**

Compliance summary:

- The proposed signage is discreet and complements the building (EQ6).
 - Illumination is low-level, directional and non-intrusive, ensuring no light spill or nuisance (EQ10).
 - No impacts on the safe operation of local roads or pedestrian movement (CF6).
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5. Assessment Against Key Considerations

5.1 Amenity

- The scale and placement match the building's architectural proportions.
- The design is simple, modern, and non-intrusive.
- Illumination is subtle and warm-white, avoiding glare or light pollution.
- No cumulative clutter—only one sign is proposed.

5.2 Public Safety

- The signage does not obstruct visibility for drivers or pedestrians.
- Illuminance levels remain below ILP limits (for E2/E3 zone as applicable).
- No distraction to road users because the lighting is static and non-flashing.

5.3 Environmental Considerations

- Energy-efficient **LED lighting** is proposed.
 - Directional fixtures ensure no upward light spill.
 - Automatic timers or dusk-to-dawn sensors can be installed to reduce unnecessary illumination.
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6. Justification for the Signage

The signage is required to:

- Provide clear identification of the premises.
- Support the operation and legibility of the business.
- Improve wayfinding within the commercial area.
- Enhance the presence and formal identity of the building without visually dominating the streetscape.

The proposed design respects the character of the area and results in a modest visual enhancement.

7. Conclusion

The proposed externally lit signage at Waterside, Hadfield, Glossop is:

- **Appropriately designed**
- **Well-integrated** with the existing building
- **Low impact** in terms of lighting and amenity
- **Fully compliant** with national guidance, the Advertisement Regulations, and High Peak Local Plan policies
- **Safe, energy-efficient, and visually appropriate**

For these reasons, it is respectfully requested that **Advertisement Consent be granted**.