

DELEGATED DECISION REPORT

HPK/2025/0480
Valid 05/12/2025

J D WILLIAMS, BUILDING B
WATERSIDE
HADFIELD
GLOSSOP

ADVERTISEMENT CONSENT
FOR - NEW SIGNAGE FOR
NEW BUSINESS OCCUPYING
THE BUILDINGS.

(ADVERTISEMENT CONSENT)

MAIN ISSUES

- Amenity & Conservation.
- Public Safety.

DESCRIPTION OF SITE

The site is located on an existing commercial business park in an established and allocated Primary Employment Zone (HPBC Policy E 3).

Residential properties are located to the east, south and west of the site, with varying degrees of separation.

Approximately 70m+ to the south of the site is the Grade II Listed Roman Catholic Church, which is situated on a higher land level.

PROPOSAL

The proposal is to install a number of illuminated adverts, both on the building itself, but also free-standing signs around the perimeter of the premises.

A breakdown of the adverts which have been applied for is as follows:

1. Fascia sign – 6.6m (H), 16m (W), 0.3m (D).
 - a. 11m above ground level. 0.3m maximum height of letter/symbol.
2. Fascia sign – 4.6m (H), 11m (W), 0.3m (D).
 - a. 7m above ground level. 0.2m maximum height of letter/symbol.
3. Fascia sign – 2.3m (H), 5.6m (W), 0.3m (D).
 - a. 4m above ground level. 0.12m maximum height of letter/symbol.
4. 2x Hoardings – 2.3m (H), 5.5m (W), 0.3m (D).
 - a. 1.7m above ground level. 0.12m maximum height of letter/symbol.
5. Flag pole and fabric flag – 6m (H – to top of flag pole), 1.2m (W), 2.8m (D).
 - a. Flag 3.2m above ground level. 60cm maximum height of letter/symbol.

b. White text on orange background.

All fascia signs and hoardings will be powder coated aluminium, with white text on an orange background. They will both also be externally illuminated (static illumination), with 150 candela per sqm. Illumination is proposed to be provided via LED trough lighting.

Proposed Elevations have been submitted, along with visual 'mock ups' to illustrate how the signs would look in-situ.

The consent period sought for the adverts is from 31/12/2025 to 12/12/2040.

RELEVANT LOCAL AND NATIONAL PLANNING POLICIES **High Peak Borough Council (HPBC) Local Plan (2016):**

Policy S 1 Sustainable Development Principles.

Policy S 1a Presumption in Favour of Sustainable Development.

Policy S 2 Settlement Hierarchy.

Policy S 5 Glossopdale Sub-area Strategy.

Policy EQ 6 Design and Place Making.

Policy EQ 7 Built and Historic Environment.

Policy EQ 10 Pollution Control and Unstable Land.

Policy E 3 Primary Employment Zones.

Policy CF 6 Accessibility and Transport.

National Planning Policy Framework (December 2024):

Part 2 – Achieving Sustainable Development.

Part 8 – Promoting Healthy and Safe Communities.

Part 12 – Achieving Well Designed Places.

Part 16 – Conserving and Enhancing the Historic Environment.

Supplementary Planning Documents (SPD):

High Peak Design Guide (2018).

Design Guide for Signs.

'Professional Lighting Guide 05' ('The Brightness of Illuminated Advertisements').

Planning (Listed Buildings and Conservation Areas) Act 1990.

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

There has been a number of planning applications at the site over the years, for matters including but not limited to, new buildings, extensions to buildings, access and servicing works, and advertisements. The following are considered to be the most relevant to this application:

HPK/0003/2151 – Illuminated signs – Approved.

HPK/0003/8309 – Renewal of approval Ref.03/2151 for signs – Approved.

HPK/2002/0584 – Illuminated signs – Approved.

HPK/2005/0422 - Change of use from General Industry (B2) to a flexible planning permission (Class E GDPO) for General Industry (B2) and/or Storage and Distribution (B8) including 4 new (un)loading bays security gatehouse pumphouse water tank and associated works – Full Conditional Approval.

HPK/2005/0882 - Outline application for 2 new warehouses with new access (permission sought for siting of warehouses and location of access) – Outline Conditional Approval.

HPK/2006/0091 - Two new high bay warehouses with new dedicated HGV access on Woolley Bridge Road – Full Conditional Approval.

HPK/2007/0852 - High bay warehouses with associated loadings bay to replace existing buildings – Full Conditional Approval.

HPK/2010/0064 - Renewal of approved application HPK/2007/0852 for erection of high bay warehouse with associated loading bay to replace existing building – Full Conditional Approval.

HPK/2025/0306 - Application for Removal of Condition 4 in relation to application HPK/2006/0091 – Conditional Approval.

CONSULTATIONS

Publicity

Site Notice expiry date: 11/01/2026.

Neighbour consultation expiry date: 29/12/2025.

Press Notice: N/A.

Public Comments

None.

Derbyshire County Council Highways

- No objections.
- The luminance levels are in accordance with PLG05, and should be conditioned.

OFFICER COMMENTS

Principle of Development:

HPBC Local Plan Policy S 2 states that development should be directed towards sustainable locations, including Larger Villages such as Hadfield. The site is situated within the built-up area boundary. Therefore the principle of the development is acceptable, subject to the consideration of the following.

Amenity & Conservation:

Paragraph 135 of the NPPF (December 2024) states that development should be sympathetic to the character and history of the area, while not restricting change. Development should create places with a high standard of amenity for existing and future users.

Paragraph 141 of the NPPF states that the quality and character of places can suffer when advertisements are poorly sited and designed.

LP Policy EQ 6 states that all development should be well designed, of a high quality and respond to the areas character, history and scale. Development should achieve a satisfactory relationship to adjacent development and should not cause unacceptable effects by reason of vision intrusion, overlooking, shadowing, overbearing effect, noise, light pollution or other adverse impacts on local character and amenity.

LP Policy EQ 10 identifies that the Council will protect people and the environment from pollution, which includes light intrusion, to avoid potential adverse effects. The supporting text to this policy states at paragraph 5.85 that "Light pollution refers to the effect of excessive or intrusive lighting arising from poor or insensitive design. The Council will seek to reduce light pollution by encouraging the installation of appropriate lighting and only permitting lighting proposals which would not adversely affect amenity or public safety. Lights should be appropriately shielded, directed to the ground and sited to minimise any impact on adjoining areas, and of a height and illumination level of the minimum required to serve their purpose."

HPBC's A Design Guide for Signs (SPD) highlights how signs can make a significant contribution to the character of the street scene and so should be designed to complement the appearance of the building and character of the area. Furthermore, fascia signs must be integrated into the building, not to obscure windows or architectural detail.

The Grade II listed Roman Catholic Church of St Charles Borromeo & Prebytery is located approximately 70m+ to the south of the application site.

LP Policy EQ 7 states that the council will conserve heritage assets in a manner appropriate to their significance. This will take into account the desirability of sustaining and enhancing their significance and will ensure that development proposals contribute positively to the character of the built and historic environment.

The Planning (Listed Buildings and Conservation Areas) Act 1990 requires a Local Planning Authority to have special regard to the desirability of preserving the setting of Listed Buildings (Section 66).

Paragraphs 212-221 of the NPPF (December 2024) sets out how a local planning authority should assess the significance of a heritage asset and the potential impact of a development proposal upon that asset. Where a proposal will lead to substantial harm or total loss of a designated heritage asset, local planning authorities should refuse consent unless there are substantial public benefits that outweigh that harm. Where a development proposal will lead to less than substantial harm, this harm should be weighed against the public benefits.

Advertisement consent is being sought for 5x static illumination signs, and 1x flag (as detailed above). All illuminated signs will be externally illuminated via LED trough lighting with 150 candela per sqm.

The application site is highly visible, and the scale and proliferation of adverts on the building and within its curtilage is considered to have a negative impact upon the character of the area. The size of the adverts are too large, and coupled with their illumination, will appear as prominent features within the street scene, and also highlight the prominence of the building.

The proposed signs due to their size, colour and illumination are not sympathetic to the character of the area, resulting in unacceptable vision intrusion. The fascia signs are excessively large, and whilst it is noted that the building is a large warehouse type building, their visual impact when viewed from Woolley Bridge Road, will be exacerbated due to their illumination. When the signs and flag are viewed collectively, this only exacerbates their harm to the street scene and wider area.

It is noted that there are other signs on commercial premises within the wider industrial estate. However, the proposed signs would appear markedly more apparent, due to their size, location and illumination than any other signage within the area. As a result, the signs would be conspicuous and incongruous additions to the street scene that would be harmful to the visual amenity of the area.

The development would fall within the setting of the nearby Grade II listed church. However, considering the locations of the proposed adverts and the available intervisibility between the site and the church due to the established landscape buffer, it is considered that the proposal would not result in harm to the significance of the church.

Public Safety:

The proposed sign(s) do not overhang the public highway. As such, given the design, scale and siting of the sign(s), and in light of the consultation comments of the Highways Authority, it is considered that the sign(s) would not have any detrimental impact on the highway nor would there be any adverse impact to public safety, in

accordance with Policy CF6 of the HPBC Local Plan, and Paragraph 115 of the NPPF (December 2024).

CONCLUSION / PLANNING BALANCE:

The proposed advertisements are considered to have a negative impact upon the character of the area by virtue of their size, siting, illumination, and proliferation.

As such the proposal is considered to conflict with policies EQ 6 and EQ 10 within the Local Plan, Paragraphs 135 and 141 of the NPPF (December 2024), and guidance contained within the Council's adopted Signs & Shop Fronts SPD. Therefore refusal is recommended for this application.

OFFICER RECOMMENDATION : REFUSE

Case Officer: Alex Bonser

Recommendation Date: 30/01/2026

X 

Signed by: Jane Colley Signature

On behalf of High Peak Borough Council