

DELEGATED DECISION REPORT

HPK/2026/0109 2 ALBION ROAD
Valid 18/03/2026 NEW MILLS

**ADVERTISEMENT CONSENT
FOR PROPOSED NEW FASCIA
SIGN DISPLAYING THE NEW
BUSINESS NAME (HIGH PEAK
HEARING), AND NEW ADVERT
ON THE EXISTING SIDE
PANEL OF THE BUILDING
DISPLAYING THE BUSINESS
DETAILS (HIGH PEAK
HEARING)**

(ADVERTISEMENT CONSENT)

MAIN ISSUES

- Amenity & Conservation.
- Public Safety.

DESCRIPTION OF SITE

The application site is an end terrace property located on the gateway junction of Albion Road and Union Road. The property falls within the built-up area boundary.

The application property is not located within a Conservation Area, however the new Mills Conservation Area does run adjacent to the eastern boundary of the property, with a section of the Conservation Area also running along the highway to the property frontage. The site therefore forms part of the setting of the Conservation Area.

PROPOSAL

The proposal is to install 2x non-illuminated adverts, consisting of a fascia sign above the existing shop front, and a new sign on an existing sign board on the east side elevation of the building.

A breakdown of the size of each sign is as follows:

1. Fascia sign (front) – 4.99m width, 0.62m height.
 - a. To fit on the existing fascia sign board.
2. Sign board (side) – 1.12m width, 1.5m height.

Both adverts will project from approximately 0.10m, and will comprise a vinyl graphic overlayed on a timber board. Both adverts will display the business name 'High Peak Hearing', and utilise white and green colouring.

Alterations to the shop front are proposed under a linked but separate planning application, reference HPK/2026/0053.

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 4 Maintaining and Enhancing an Economic Base.

Policy S 6 Central Sub-area Strategy.

Policy EQ 6 Design and Place Making.

Policy EQ 7 Built and Historic Environment.

National Planning Policy Framework (December 2024):

Part 2 – Achieving Sustainable Development.

Part 4 – Decision-making.

Part 6 – Building a Strong, Competitive Economy.

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.

New Mills Conservation Area character appraisal (adopted July 2008).

Planning (Listed Buildings and Conservation Areas) Act 1990.

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

HPK/0001/6893 - Internally Illuminated Projecting Electric Box Sign - Refused.

HPK/0002/9446 - Change Of Use From Newsagents To Indian Hot Food Take Away
- Refused - 12/07/1990.

HPK/0003/0264 - Change Of Use To Office With Self Contained Flat - Approved
04/04/1991.

HPK/2016/0656 - Advertisement consent for proposed fascia sign - Refused
03/02/2017.

HPK/2026/0053 - Replacement Shop Front, New External Handrail, and Replacement Steps - PENDING.

CONSULTATIONS

Publicity

Site Notice expiry date: 23/04/2026.

Neighbour consultation period ends: 13/04/2026.

Press Advert: 23/04/2026.

The application description was revised in agreement with the applicant. A re-consultation has been undertaken accordingly. Re-consultation comment deadline: 03/07/2026.

The submitted comment(s) raise the following points:

High Peak Borough Council Conservation Officer:

Comments dated 24/04/2026:

The consultation response submitted by the Council's Conservation Officer under the linked application HPK/2026/0053 contains comments in relation to the adverts proposed under this application. As such, their comments are considered to be of relevance to this application, and are summarised as follows:

- A replacement sign is proposed to be installed on the end gable. The sign is similar in proportion to a previous sign on this gable end. The proposed sign will be visible from within the Conservation Area. However, the replacement sign will have a neutral impact upon the character and appearance of the Conservation Area.
- Plans indicate that the proposed shopfront and signage will maintain traditional design principals for shop frontages.

Highway Authority

There appears to be no material impact on the public highway and therefore the LHA has not further comments to make.

No other written representations received as part of the consultation process.

OFFICER COMMENTS

Principle of Development:

Paragraph 141 of the NPPF (December 2024) states that the quality and character of places can suffer when advertisements are poorly sited and designed.

The only matters for consideration as part of this application, therefore, are in relation to amenity and public safety.

Amenity & Conservation:

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 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.

HPBC's 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, shopfront, and character of the area. Furthermore, fascia signs must be integrated into the building, not to obscure windows or architectural detail. Traditionally the lettering would be of a light colour on a dark background.

The application property is not located within a Conservation Area, however the new Mills Conservation Area does run adjacent to the eastern boundary of the property, with a section of the Conservation Area also running along the highway to the property frontage. The site therefore forms part of the setting of the Conservation Area.

The Planning (Listed Buildings and Conservation Areas) Act 1990 requires a Local Planning Authority to pay special attention to the desirability of preserving or enhancing the character and appearance of a Conservation Area (Section 72).

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 2 non-illuminated signs, and both signs will be placed on existing sign boards. The proposed vinyl fascia sign will display a similar appearance to the existing fascia sign already displayed at the premises in terms of size and scale (albeit a different colour), and will utilise the same size fascia for advertisement purposes.

On the east gable of the building is an existing sign board, which is currently blank. The proposed vinyl sign in this location will display an appearance akin to previous signs installed in this location. This sign will be more visible from within the Conservation Area when compared to the proposed fascia sign. The sign board has

been in-situ since at least May 2009 (as evidenced by historic Google street view imagery).

Although the application site is located on a gateway junction into the Conservation Area, given the scale and extent of the proposed adverts, they are considered to have a neutral impact upon the Conservation Area, and would therefore preserve the character and appearance of the Conservation Area.

The consultation comments of the Council's Conservation Officer agree with this position, and they also consider that the proposed fascia sign will maintain traditional design principles for shop frontages.

As such, it is considered that the proposed signs would not give rise to any adverse harm to the visual amenity of the site and its wider setting, in accordance with HPBC Local Plan Policies, relevant Supplementary Design Guidance, and relevant national policies relating to the natural, built and historic environment, underpinned by Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

Public Safety:

The proposed non-illuminated signs are located on a building which faces a signal controlled traffic junction. Given the design, scale and siting of the signs, it is considered that they would not have any material impact on the highway nor would there be any adverse impact to public safety, in accordance with HPBC Local Plan Policy CF 6, and Paragraph 115 of the NPPF (December 2024).

CONCLUSION / PLANNING BALANCE

The proposed advertisements are considered acceptable in terms of design, amenity, heritage, public safety and highway safety. As such the proposal is considered to be in accordance with the relevant policies identified within the Local Plan and the NPPF. Therefore this application is recommended for approval.

OFFICER RECOMMENDATION : APPROVE

Case Officer: Alex Bonser

Recommendation Date: 06/07/2026

X *J Colley*

Signed by: Jane Colley Signature

On behalf of High Peak Borough Council