

DELEGATED DECISION REPORT

HPK/2025/0404
Valid 02/01/2026

ELIM PENTECOSTAL
CHURCH ELLISON STREET
GLOSSOP

ADVERTISEMENT CONSENT
FOR THE REMOVAL OF THE
CURRENT SPOTLIGHT ON
THE FRONT DOOR AND THE
REPLACEMENT OF 3 LOWER
OUTPUT SIGNS. THESE SIGNS
ARE ALREADY INSTALLED,
BUT CURRENTLY UNLIT.
(RETENTION)

(ADVERTISEMENT CONSENT)

MAIN ISSUES

- Public Amenity
- Public Safety

DESCRIPTION OF SITE

The application site relates to the Elim Pentecostal Church, Ellison Street, Glossop. The church lies close to the town centre, forming part of an established residential area. The building is currently in active use as a place of worship and community facility.

The church is not a listed building and is located within the built up area boundary of Buxton. The road to the west, Ellison Street, is the boundary with the Norfolk Square Conservation area.

PROPOSAL

Advertisement consent is sought for the internal illumination of x 3 signs at the entrance to Elim Church Glossop. The signs are currently in place, but are not illuminated.

RELEVANT LOCAL AND NATIONAL PLANNING POLICIES

High Peak Local Plan 2016

S 1 Sustainable Development Principles
S 1a Presumption in Favour of Sustainable Development
S 2 Settlement Hierarchy
EQ 6 Design and Place Making
CF 6 Accessibility and Transport

National Planning Policy Framework

Section 2 – Achieving sustainable development

Section 12 – Achieving well-designed places

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

No relevant applications.

CONSULTATIONS

Publicity

Site Notice expiry date: 24/02/2026

Neighbour consultation period ends: 23/01/2026

Press Advert: N/A

Public Comments

The church is directly opposite our bedroom and lounge. Currently they have a very large Cross which is illuminated during night time and through to the morning. This is very bright and shines directly into both rooms. The proposed advertising lights are at least twice the brightness of the cross, being led lights and will be a hinder to our health and wellbeing. As we are both 79 years old we think you will appreciate this. The spotlight mentioned is not a spotlight but a normal overdoor lamp. If this should get approval then then it should be subject to limited hours.

Town / Parish Comments

N/A

Environmental Health

Environmental Health advises that illuminated advertisements should be assessed against the Institute of Lighting Professionals' guidance (PLG05), with particular regard to the site's environmental zone and recommended brightness levels. Illuminated signage is generally considered inappropriate in darker zones (EZ1–EZ2), with the final judgement resting with the planning officer.

Derbyshire County Council Highways

The signs will be illuminated at a luminance level of 100 cd/m², which is well within the maximum limits set out in the current Institute of Lighting Professionals guidance document PLG05.

The highway authority would have no objection to this planning application subject to the following recommended planning condition being attached to the decision notice should planning permission be granted.

1. The intensity of illumination shall be controlled at a level that is within the limit recommended by the Institution of Lighting Professionals technical guidance note PLG05 “The brightness of illuminated advertisements” 2023 or in any document amending or superseding that report.

Reason: In the interest of the visual amenity of the area, and to ensure that the advertisement does not prejudice the free flow of traffic or conditions of general safety along the adjoining highway.

Conservation Officer

The three internally illuminated signs appear out of character with both the host building and the surrounding residential street scape as outlined above. Therefore, it is recommended that the application be refused in order to maintain the setting of the Glossop Norfolk Square conservation area.

OFFICER COMMENTS

Introduction

Article 3 of the 2007 Advertisement Regulation 2007 states that:

A local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account—

(a) the provisions of the development plan, so far as they are material; and

(b) any other relevant factors.

(2) Without prejudice to the generality of paragraph (1)(b)—

(a) factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;

(b) factors relevant to public safety include—

(i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(ii) whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;

(iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(3) In taking account of factors relevant to amenity, the local planning authority may, if it thinks fit, disregard any advertisement that is being displayed.

Paragraph 141 of the NPPF states that “the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient, and effective. Advertisements

should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Local Plan Policies

The Development Plan consists of the High Peak Local Plan Policies (2016). Policy EQ 6 of HPBC's local plan identifies that all development should be well designed and of a high quality that responds positively to its environment, whilst also contributing to local distinctiveness and sense of place. It seeks to achieve this by, amongst other things:

1. Requiring developments to be of high quality design that protects, enhances and / or restores landscape character.
2. Requiring that development contributes positively to an area's character, history and identity in terms of scale, height, density, layout, appearance, materials, and the relationship to adjacent buildings and landscape features.

As the site lies immediately adjacent to the Norfolk Conservation area to the west, Policy EQ7 is a relevant policy, which 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 in accordance with sub area strategies S5,S6 and S7. Particular protection will be given to designated and non-designated heritage assets and their settings including:

Listed Buildings
Conservation Areas
Historic Parks and Gardens
Scheduled Monuments
Archaeological Sites or heritage features
Heritage trees and woodlands
Locally listed heritage assets

Amenity

Planning Practice Guidance (PPG) in relation to advertisements defines 'amenity' as:

"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."

The PPG provides an example of assessing amenity, highlighting the need to consider the local characteristics of the neighbourhood, stating *"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."*

HPBC's A Design Guide for Signs (SPD) states that advertisements should always be designed to complement the appearance of the building, the shopfront, and the 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. With respect to illumination, the guidance states that signs do not generally require lighting if the level of street lighting and the lights from the window (shop) are adequate. Any lighting incorporated should be discreetly hidden on suitable parts of the building.

The three circular illuminated signs are mounted on the principal elevation of the church building. One sign is positioned on the north side of the principle elevation, with the remaining two signs located symmetrically on either side of the main entrance, affixed to the stonework. Each sign measures approximately 600 mm in diameter and is internally illuminated at a luminance level of around 100 cd/m².

The three signs have a commercial character to them which is out of place on a church building within the setting of the conservation area. Furthermore, internally illuminated signs are not considered acceptable where they can be easily viewed from within the conservation area. The signs appear out of character for the host building and within the surrounding area, which has a very residential character, set away from the main commercial hub of Glossop. The illumination of the signs would accentuate the appearance of the signs and building and would have a prominent impact when viewed against the street scene. This would be particularly evident because the signs would be internally illuminated, rather than externally illuminated, which often has softer visual impact. Whilst there are streetlights along the roadside, they are slim-line in appearance and are not seen as dominant features in the street scene. There is also a distinct absence of illuminated advertisements in the area, which only accentuates the visual prominence of the application site and the associated visual impacts upon the amenity of the area. As such the signs are considered harmful to the setting of the Norfolk Square conservation area.

Whilst for the purposes of the NPPF, the level of harm to the significance of the designated heritage asset of the conservation area is considered to be "less than substantial", where such harm is identified the NPPF requires that it is balanced against the public benefits of the scheme. In this case it is acknowledged that there would be some very limited public benefits in assisting visitors to the church to locate it, during the hours of darkness. However, these are not considered to be sufficient to outweigh the harm to the setting of the heritage asset.

The signs are therefore considered to be contrary to Policies EQ6 and EQ7 of the High Peak Local Plan, the principles outlined in the High Peak Design guide for signs and the NPPF.

Public Safety

The signs to the front of the building do not overhang the public highway. With respect to the sign on the northern elevation it is positioned approximately 3m above the highway. As such, given the design, scale and siting of the signs, and in light of the consultation comments of the Highways Authority, it is considered that the signs 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 advertisement is considered to unacceptable in terms of design, amenity and public safety. The illumination of the signs would cause harm to the setting of the adjacent conservation area. Therefore, this application is recommended for refusal.

OFFICER RECOMMENDATION : APPROVE

Case Officer: Agatha Dutton

Recommendation Date: 30/07/2026

X *B.S. Haywood*

Signed by: Ben Haywood

On behalf of High Peak Borough Council