

Your Ref: **PP-15171897**
Our Ref: HPD/CD/CM/26/129
Date: 22 September 2026

High Peak Borough Council
Buxton Town Hall
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Dear Sir/Madam,

**B&Q, STADEN BUSINESS PARK, STADEN LANE, BUXTON, SK17 9RZ
APPLICATION FOR ADVERTISEMENT CONSENT FOR THE DISPLAY OF SIGNAGE ASSOCIATED
WITH PROPOSED COMMERCIAL POD IN CAR PARK
PLANNING PORTAL REF: PP-15171897**

On behalf of our client, Screwfix Direct Limited, we are instructed to submit an application for advertisement consent for the display of 3 no. externally illuminated fascia signs associated with the proposed commercial pod within the car park of the B&Q store, Staden Business Park, Staden Lane, Buxton.

Accordingly, please find enclosed the following documents which, in addition to this letter, comprise the advertisement consent application:

1. Duly completed Advertisement Application Form;
2. Site Location Plan at scale 1:1,250 with the site edged in red;
3. Proposed Block Plan (Dwg no. DR-I-0027-PROPOSED_BLOCK-P3);
4. Existing Elevations (Dwg no. DR-I-0028-EX-ELEV-P3); and
5. Proposed Elevations (Dwg no. DR-I-0029-ELEV-P3).

The six A0 'Clip Frame' advertisements benefit from deemed consent under Schedule 3, Part 1, Class 5 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended). However for clarity, these advertisements have been shown on the proposed elevations.

The statutory application fee of £174.00 has been paid electronically by card following submission of this application via the Planning Portal.

A separate full planning application for the proposed commercial pod has been submitted concurrently under Planning Portal ref: PP-15171894.

THE APPLICATION PROPOSALS

The application seeks consent for the display of 3 no. externally illuminated fascia signs to the proposed commercial pod. The proposed signage forms an integral component of the proposed pod and reflects Screwfix Direct Limited's established commercial branding.

The advertisements are associated with the commercial pod which forms the subject of the concurrent planning application. Their purpose is to provide clear identification of the commercial pod, assist customers in locating it and provide appropriate brand recognition within the established commercial environment.

Reference should be made to the submitted proposed elevations and signage detail drawing for the siting, dimensions, design and method of illumination of the proposed advertisements.

PLANNING CONTEXT

The application site forms part of the established commercial site at Staden Business Park, comprising the B&Q home improvement retail store together with associated garden centre, customer car parking and service area.

The wider site contains existing commercial signage associated with the B&Q store, including fascia signage, a freestanding sign (approved under LPA ref: HPK/2018/0605) and associated commercial displays.

These previous permissions demonstrate that appropriately designed commercial signage can be successfully accommodated within this established commercial location.

The proposed advertisements have been designed to be proportionate to the scale and form of the proposed commercial pod and would provide clear identification of the pod without resulting in an excessive proliferation of signage. The proposed fascia signs would be designed to complement the form and appearance of the pod and would respect the established character and appearance of the wider retail site.

THE TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007 (AS AMENDED)

Advertisement consent is governed by the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) (the Regulations). Regulation 3 of the Regulations provides that the local planning authority's powers in respect of advertisements are exercisable only in the interests of amenity and public safety, having regard to any material factors.

The assessment of this application should therefore focus on whether the proposed signage would result in any unacceptable impact on amenity or public safety.

LOCAL PLANNING POLICY

The statutory development plan for High Peak Borough currently comprises the High Peak Local Plan (2016).

Policy EQ6: Design and Place Making, which seeks high quality design that responds positively to the character and appearance of the area, is relevant to the consideration of the proposed signage.

ADVERTISEMENT ASSESSMENT

Advertisement consent falls to be determined solely having regard to the statutory tests of amenity and public safety under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

VISUAL AMENITY

The application site is located within an established commercial environment where signage forms an integral part of the operation and identification of existing businesses. The proposed fascia signs are of a scale and design proportionate to the proposed commercial pod and would not result in a proliferation of signage or an adverse impact on the character and appearance of the wider site.

The proposed fascia signs would be externally illuminated by discreet trough lighting which would be carefully positioned to complement the design of the pod. The proposed level of illumination (318 cd/m²) would allow the signage to be clearly legible while remaining appropriate to the established commercial context of the site.

The signage would not appear visually dominant or incongruous when viewed against the backdrop of the existing store. The proposed signage would therefore not result in an unacceptable effect on the character and appearance of the site or surrounding area.

PUBLIC SAFETY

The proposed advertisements have been designed to ensure that they would not give rise to any unacceptable impact on public safety. The signage would contain clear and simple branding, with illumination provided at an appropriate level to enable identification of the commercial pod without creating unnecessary glare or distraction.

The location of the proposed pod within the existing store car park, together with its separation from the public highway and established access arrangements serving the site, ensures that the proposed advertisements would not give rise to an unacceptable risk to highway or pedestrian safety.

CONCLUSION

Having regard to the established commercial character of the site, the scale and design of the proposed advertisements, and the proposed method of illumination, it is considered that the signage would represent an appropriate form of development which would not result in any unacceptable impact on visual amenity or public safety.

The proposed advertisements are therefore considered to satisfy the statutory tests of visual amenity and public safety contained within the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended), having regard to the High Peak Local Plan (2016).

We trust that the enclosed information is sufficient to enable the application to be validated and considered accordingly.

Should you require any further information or clarification in respect of this submission, please do not hesitate to contact me.

Yours faithfully,



Charlotte Mills AssocRTPI
ASSOCIATE PLANNER

Encs.