

Our ref. AB2643SignageLPA021026
Planning Portal ref. PP-15261263

Planning Department
High Peak Borough Council
Buxton Town Hall
Market Place
Buxton
SK17 6EL

2nd October 2026

Dear Sir/Madam,

EXPRESS ADVERTISEMENT CONSENT APPLICATION
UNIT 1, WREN NEST RETAIL PARK, GLOSSOP BROOK ROAD, GLOSSOP, SK13 8GN

On behalf of our client, Clokken Limited, please find enclosed an application seeking express advertisement consent for the proposed display of advertisements associated with the intended new commercial operator of the currently vacant, former mixed restaurant and hot food takeaway premises at Unit 1, Wren Nest Retail Park, Glossop Brook Road, Glossop, SK13 8GN.

This express advertisement consent application, which is being submitted to High Peak Borough Council via the Planning Portal website, comprises the following documentation ;

- Completed application forms.
- This covering letter prepared by Beamish Planning Consultancy, incorporating a supporting planning and heritage statement.
- Unnumbered 1:1250 scale site location plan of application site and surroundings.
- Drawing no. P120 – existing site plan prepared by Pye Design Architects.
- Drawing no. P121 – proposed site plan prepared by Pye Design Architects.
- Drawing no. P122 – proposed off-site signage details prepared by Pye Design Architects.
- Drawing no. P210 – existing elevations prepared by Pye Design Architects.
- Drawing no. P211 – proposed elevations prepared by Pye Design Architects.

Payment of the statutory application fee of £174, together with the Planning Portal service charge fee of £99, has been made electronically when submitting this application via the Planning Portal.

Description of application site and surrounding area

The main part of the application site comprises a rectangular shaped plot fronting Glossop Brook Road to the west and south, with Glossop North End Association Football Club immediately to the east of the site and Glossop Brook Business Park to the north.

The main part of the application site currently consists of a part single, part two-storey modern building with a 'drive-thru' lane encircling the west, north and east facing elevations of the building, and a large car park and vehicular circulation area to the south of the building, served by a vehicular access point from the part of Glossop Brook Road to the south of the site.

The main part of the application site is currently vacant, but was most recently (until earlier this year) in use as a 'Burger King' (mixed restaurant and hot food takeaway (sui generis use)), having been previously (until its closure in 2015) trading as a 'KFC'.

Although this part of the application site is flat, the surrounding topography slopes considerably from north to south, with pedestrian access into the site from the part of the Glossop Brook Road to the west of the site achieved by way of an external set of stairs.

The surrounding area is wholly commercial in character, with the nearest residential properties to the east of Glossop North End Association Football Club.

The application site for the purposes of this application also includes a small area of land further to the south of the site, fronting Glossop Brook Road to the west, encompassing 2 existing estate boards associated with the main part of the Wren Nest Retail Park, and also a small area of land (where a freestanding non-illuminated flagpole sign is proposed) between Glossop Brook Road (to the west), the main car park of Wren Nest Retail Park (to the east) and an electricity substation (to the north).

The main part of the application site is neither located within or near to the boundaries of a Conservation Area, whereas the other parts of the application site are located within the boundaries of Wren Nest Retail Park, with Glossop Park Road comprising the western boundary of this part of the Conservation Area. Wren Nest Conservation Area was originally designated in April 1994 and subsequently extended in June 2003.

Also, whilst the main part of the application site does not include either a statutorily or locally listed building, the other parts of the application site are within the setting of Wren Nest Mill, a Grade II listed building (including its chimney and an attached stone wall), first listed in January 1978.

The official list entry for that listed building states ;

'Cotton spinning mill with integral engine house. c1840 with late C19 additions, and C20 alterations. Damaged by fire 1996, and subsequently reduced in size. Coursed millstone grit and ashlar dressings with stone slate and C20 tile roofs.

EXTERIOR: 5 storeys. 22 window facade and irregular 4 window sides, with irregular fenestration. South front has 22 windows, all under square headed lintels, mainly 8-pane to lower 4 floors, those to top floors smaller. 2 tall round headed windows to extreme left lit former integral engine house.

Single storey 1913 extension to front with single storey weaving sheds under north-light roofs. Block to left includes walkway to adjacent building. Tall brick chimney stack dated 1913.

INTERIOR: massive wooden cross beams with joists and compounded double skimmed boards for added strength, supported by circular section cast-iron columns, the upper floors with brackets. Roof of king post construction with struts. The roof valleys each have internal gutters. Originally had sprinkler system. Doors on sliding rail system. Later internal hoist.

SUBSIDIARY FEATURES: included in this listing is the stretch of watershot masonry walling to front of the mill, fronting onto High Street West. The earliest mill on this site was built c1800 for Lord Howard's agent Matthew Ellinson.'

ADDRESS -	APARTMENT 231, RIVER CRESCENT, WATERSIDE WAY, NOTTINGHAM, NG2 4RE
PHONE -	0115 9598240 or [REDACTED]
EMAIL -	[REDACTED]

Relevant planning history of application site

In January 2023, the LPA granted express advertisement consent (application ref. HPK/2022/0440) for proposed internally illuminated brand ('Burger King') signage to both the elevations of the host building and within the car park of the application site.

Prior to that application, in June 2010 a planning application (ref. HPK/2010/0148), which proposed the residential conversion of existing, ancillary commercial floorspace at first floor level, was refused by the LPA., with retrospective planning permission (application ref. HPK/2006/0325) having also been refused in June 2006 for the change of use of the first floor of the host building to staff accommodation.

Previously, in September 2005, the LPA refused express advertisement consent (application ref. HPK/2005/0568) for both elevational and freestanding signage brand ('KFC') signage

Signage elements for which express advertisement consent is sought

Express advertisement consent is firstly sought for the display of elevational signage to the southern and west facing elevations of the existing building, as detailed by way of accompanying drawing no. P211 (proposed elevations) prepared by Pye Design Architects.

To the proposed south facing elevation, a 1.59 metre wide by 1.48 metre high (3.32 metres above ground level at its lowest point) internally illuminated (200 cd/m2) bucket sign is proposed above the main entrance, along with a 3.17 metre wide by 2.9 metre high internally illuminated (200 cd/m2) neon frame in the shape of a bucket positioning centrally around that main entrance. Further along the same elevation, internally illuminated (200 cd/m2) 0.7 metre high white lettering spelling out 'KFC', covering a total area of approximately 1.7 square metres, is proposed.

To the west facing elevation, an identical bucket sign and 'KFC' lettering is proposed.

Please note that the proposed white vinyl lettering spelling out the word 'COLLECT' to the proposed north facing elevation of the building benefits from deemed advertisement consent under Class 5 of Part 1 of Schedule 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended). Also, the proposed 'Hello Glossop' lightbox, the proposed window manifestation and the proposed delivery entrance vinyl to the proposed east elevation would all be located internally and would therefore all benefit from deemed advertisement consent under Class 12 of Part 1 of Schedule 3 of the same Regulations.

Within the curtilage of the existing building several freestanding signage elements are proposed, as detailed by way of accompanying drawing no. P121 (proposed site plan) prepared by Pye Design Architects.

Those freestanding signage elements include a new 8 metre high internally illuminated (200 cd/m2) totem sign within the south-eastern corner of the curtilage of the site. Also proposed is a double digital menu board, measuring 1.26 metres high (1.92 metres in total above ground level) by 1.45 metres wide. All the other proposed signage elements shown on accompanying drawing no. P121 would benefit from deemed advertisement consent under Class 5 of Part 1 of Schedule 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

Three further advertisement elements are proposed outside of the curtilage of Unit 1, but within the wider Wren Next Retail Park which the unit forms part of.

As detailed by way of accompanying drawing no. P122 (off-site signage details) prepared by Pye Design Architects, a 6 metre high non-illuminated flagpole sign (measuring 2.4 metres high by 1.2 metres wide), directing potential customers to the 'KFC drive-thru' is proposed to the south of the unit, adjacent to Glossop Brook Road and to the north of the vehicular access point serving the main part of Wren Nest Retail Park.

Finally, within both the two existing Wren Nest Retail Park estate boards located both adjacent to the aforementioned vehicle access point and closer to the junction of Glossop Brook Road and High Street West, new signage elements comprising red 'KFC' lettering on a black background are proposed, with those advertisements the same dimensions as all other operator signage within the same estate boards.

As it is recognised that Wren Nest Mill is a Grade II listed building, a standalone but associated listed building consent application is being prepared and submitted in tandem with this express advertisement consent application seeking listed building consent for both the proposed 6 metre high non-illuminated flagpole sign and the 2 new advertisements within the 2 existing estate board signs.

Signage and heritage assessment

When assessing express advertisement consent applications, the only material considerations which can be taken into consideration are amenity and public safety.

All the proposed elevational and freestanding signage elements within the main part of the application site are modest and proportionate in both size and appearance having regard to the host building and the commercial character, appearance and setting of the immediate surroundings. Additionally, those proposed signage elements, neither individually nor cumulatively, over-dominate the south or west facing elevation of the host building or result in the clutter or proliferation of signage within the locality.

Nor would any of those proposed signage elements have any harmful impact upon pedestrian, cycle or vehicular activity, or having any impact upon either the character or appearance of the Wren Nest Conservation Area or upon the setting, character or appearance of the Grade II listed Wren Nest Mill, given the considerable distance from the main part of the application site to those designated heritage assets.

The proposed non-illuminated signage elements, comprising red 'KFC' lettering on a black background, to the 2 existing estate boards fronting Glossop Brook Road are identically dimensioned to all other operator signage within the same estate boards, including the identically dimensioned signage that previously contained the branding of the previous commercial operator of the main part of the application site.

Accordingly, those proposed signage elements would not have any adverse impact upon either the character or appearance of the Wren Nest Conservation Area or upon the setting, character or appearance of the Grade II listed Wren Nest Mill.

Similarly, the proposed 6 metre high non-illuminated flagpole sign further to the north of the main vehicle access point serving Wren Nest Retail Park would assist in providing direction for prospective customers to the main part of the application site, including the 'drive-thru' facility, and would be in close proximity to an existing totem sign (associated with the 'Tesco' supermarket and petrol filling station) which is a far more substantial and dominant structure than the proposed flagpole sign.

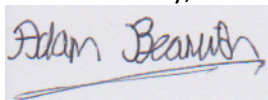
Accordingly, that proposed non-illuminated flagpole sign element would also not have any adverse impact upon either the character or appearance of the Wren Nest Conservation Area or upon the setting, character or appearance of the Grade II listed Wren Nest Mill.

Consequently, the proposed signage elements would have no adverse impact in terms of either amenity or public safety considerations, nor upon designated heritage assets, and therefore accord with adopted (April 2016) High Peak Local Plan policies EQ 6 (Design and Place Making) and EQ7 (Built and Historic Environment), in addition to national planning policy and associated guidance as set out in the National Planning Policy Framework and National Planning Policy Guidance.

Express advertisement consent should therefore be granted for all proposed signage elements, subject to the imposition of the standard advertisement conditions. Nonetheless, should the LPA conclude that any of the proposed signage elements is unacceptable, we would remind the LPA that it is possible to issue a split decision, granting express advertisement consent for those signage elements the LPA concludes are acceptable but refusing express advertisement consent for any signage element(s) which the LPA concludes are unacceptable.

We look forward to corresponding with the Case Officer to whom this express advertisement consent application is allocated in the coming weeks, but should any further information or clarification be required please do not hesitate to contact us.

Yours faithfully,

A handwritten signature in blue ink that reads "Adam Beamish". The signature is written in a cursive style and is positioned above a horizontal line.

Adam Beamish
BA (Hons), DIP TRP, MRTPI