

**HIGH PEAK BOROUGH COUNCIL
DEVELOPMENT CONTROL COMMITTEE**

Date 13th September 2021

Application No:	HPK/2021/0315	
Location	CJK Packaging Ltd, Bridgeholme Mill Industrial Estate, Chinley	
Proposal	Advertising Consent for Two Company Logo Signs on Front Company Building.	
Applicant	Mr Joseph Sizeland	
Agent	N/A	
Parish/ward	Blackbrook	Date registered 24 th June 2021
If you have a question about this report please contact: Jane Colley, Tel. 01298 28400 extension 4981, jane.colley@highpeak.gov.uk		

1. SUMMARY OF RECOMMENDATION

Approve.

1. REASON FOR COMMITTEE DETERMINATION

- 1.1 This application has been brought before the Development Control Committee because the applicant is related to a Borough Councillor.

2. DESCRIPTION OF THE SITE AND ITS SURROUNDINGS

2.1 This application site relates to an area of land adjoining an existing industrial premise specialising in the storage and distribution of plastic and other containers. The business extends over 5 hectares of land located within the Bridgeholm Mill Industrial estate, off Charley Lane, within the parish of Chapel-en-le-Frith. The business is currently located within 3 buildings, the largest forming offices and warehousing with smaller units to the south and east of the industrial estate.

2.3 There is an existing mill to the north of the site converted to residential properties, with land to the north and east predominantly rural in character and used for grazing purposes. To the south of the site is the Federal Mogul test track with the A6 bypass beyond.

2.4 The industrial estate itself is allocated as a 'developed site within the greenbelt' under Employment Policy EP6: Bridgeholme Industrial Estate within the Chapel-en-Le-Frith Neighbourhood Plan.

3. DESCRIPTION OF THE PROPOSAL

- 3.1 Advertisement consent is sought for two company logo signs, located on the front elevation of the main brick built building and positioned towards the apex of the dual pitch roof forms.
- 3.2 Both signs would measure 3m x 0.7m and be made of acrylic with a white background and blue lettering. Both signs would be non-illuminated.

4. RELEVANT PLANNING HISTORY

- 4.1 The site has been subject to the following planning history:

HPK/2021/0023 - Proposed warehouse extension - Pending

HPK/2016/0596 - Application for approval of reserved matters (landscaping) for proposed extension to warehouse pursuant to outline approval
HPK/2016/0112 – Approved 24/01/2017

HPK/2016/0112 - Application for outline permission with some matters reserved for proposed extension to warehouse – Approved 04/07/2016

HPK/2015/0328 - Outline Consent for Proposed Detached Warehouse - Withdrawn

HPK/2003/0708 – Formation of HGV turning area on land adjacent the industrial estate at Bridgeholme Mill Industrial Estate – Refused 2003. Refused on the basis that the expansion of the industrial estate into greenbelt and open countryside would be detriment to rural character.

5. PLANNING POLICIES RELEVANT TO THE DECISION

High Peak local Plan 2016

- S1 Sustainable Development Principles
- S1a Presumption in Favour of Sustainable Development
- EQ3 Rural Development
- EQ4 Green belt
- EQ6 Design and Place Making
- CF6 Accessibility and Transport

Chapel-en-le-Frith Neighbourhood Plan

EP6 – Bridgeholme Industrial Estate

Revised National Planning Policy Framework 2019

Achieving Sustainable Development

Chapter 2

6. CONSULTATIONS CARRIED OUT

Site notice	Expiry date for comments: 6 th August 2021
Neighbour letters	Expiry date for comments: 21 st July 2021
Press Notice	Expiry date for comments: N/A

Neighbours

6.1 No comments received.

Consultees

6.2 The following comments have been received from consultees following the re-consultation in light of the change to the description of development

Consultee	Comments
Chapel-en-le-Frith Parish Council	No objection.
DCC Highways Authority	No highway safety comments to make.

7. POLICY AND PLANNING BALANCE

Legislation

7.1 The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) defines the circumstances in which adverts require advertisement consent. Paragraph 3 of the above regulation's 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

- 7.2 Relevant factors include the general characteristics of the locality, including the presence of any feature of historic, architectural or similar interest. In addition, other factors relevant to public safety including the safety of persons using the highway, whether the display of the advert is likely to obscure or hinder the interpretation of a highway or traffic sign and whether the advert hinders a device used for security or surveillance for measuring the speed of a vehicle.
- 7.3 In taking account of factors relevant to amenity, the Local Planning Authority may, if it thinks fit, disregard any advert that is being displayed.
- 7.4 Paragraph 136 of the NPPF sets out that the quality and character of places can suffer when advertisements are poorly sited and designed. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.
- 7.5 Section 38(6) requires the local planning authority to determine applications in accordance with the development plan, unless there are material circumstances which 'indicate otherwise'. Section 70(2) provides that in determining applications the local planning authority "shall have regard to the provisions of the Development Plan, so far as material to the application and to any other material considerations." The Development Plan consists of the High Peak Local Plan Policies Adopted April 2016.

Principle of Development

- 7.6 The application seeks advertisement consent for two signs which would be positioned towards the apex of the dual pitch roof on the main building on the site. In line with Advertisement Regulations 2007 (as amended) strategic policies including those that relate to the Green Belt are not relevant to this application.
- 7.7 The principle of development is acceptable subject to the authority being satisfied that the adverts do not give rise to any adverse impacts relating to amenity or public safety, having regard to the relevant factors set out above.

Amenity

- 7.8 The site lies in the open countryside, washed over by green belt and within an employment site designed in the Neighbourhood Plan under Policy EP6. This policy set out that as a developed site within the Green Belt, proposals which lead to the improvement, modernisation or upgrading of the buildings on the site will be welcomed and supported, subject to their meeting Green Belt policy requirements.
- 7.10 LP Policy S1 of the Local Plan sets out a number of sustainability principles which all new development proposals should incorporate in

order to make a positive contribution towards the sustainability of communities and to protect, and where possible enhance the environment.

- 7.11 LP Policy EQ3 of the Local Plan refers to rural development proposals which lie outside of the defined built-up area boundaries and seeks to ensure that new development is strictly controlled in order to protect the landscape's intrinsic character and distinctiveness.
- 7.12 LP Policy EQ6 states that all development should be well designed to respect and contribute positively to the character, identity and context of High Peak's townscapes, in terms of scale, height, density, and layout.
- 7.13 The site lies in a prominent location, on Charley Lane with the front elevation of the building being highly visible from the public highway when approaching the site from the north. However, the signs are relatively small in size and would be positioned towards the apex of the roof and adjacent to a number of existing windows. In this context the signs would relate to the existing industrial setting in which the buildings are positioned. The signs would be non-illuminated and therefore would not form a prominent addition in the wider landscape, particularly during the evening. As such whilst visible from the public highway, and particularly when approaching the site from the north, they would not form visually harmful adverts in this rural location.
- 7.14 The nearest residential dwellings are located within the converted mill some 60m to the north west of the site, with several dwellings to the rear of the mill. The adverts would not readily visible from the flats and therefore the adverts are not considered to cause harm to the amenity of neighbouring residents

Public Safety

- 7.15 Local plan policy requires that all development accessed in a sustainable manner and is located where it can be satisfactorily accommodated within the existing highway network.
- 7.16 The signs are clearly visible from the public highway, however they would not impede, obscure or hinder the interpretation of any highway or traffic sign. The Highways Authority have raised no objection in highway safety terms to this application, and therefore there is no reason to conclude that the signs harm highway safety. As such, there are not considered to be adverse impacts arising from the proposed advertisements with regards to public safety, in accordance with LP Policy CF6.

8. CONCLUSION & PLANNING BALANCE

8.1 Overall, the proposed adverts, by virtue of their siting and size would not harm the visual amenity of the countryside, wider landscape or harm highway safety. The advertisements are therefore considered to meet the above relevant policies of the Development Plans and the NPPF.

9. RECOMMENDATIONS

A. That advertisement consent be GRANTED, subject to the following conditions:

1. Standard time limit – 5 years.
2. Standard advertisement conditions.

B. In the event of any changes being needed to the wording of the Committee's decision (such as to delete, vary or add conditions/informatives/planning obligations or reasons for approval/refusal) prior to the decision being issued, the Head of Development Services has delegated authority to do so in consultation with the Chairman of the Committee, provided that the changes do not exceed the substantive nature of the Committee's decision.

This recommendation is made following careful consideration of all the issues raised through the application process. In accordance with Paragraph 38 of the NPPF no amendments were deemed necessary.

Site Plan

