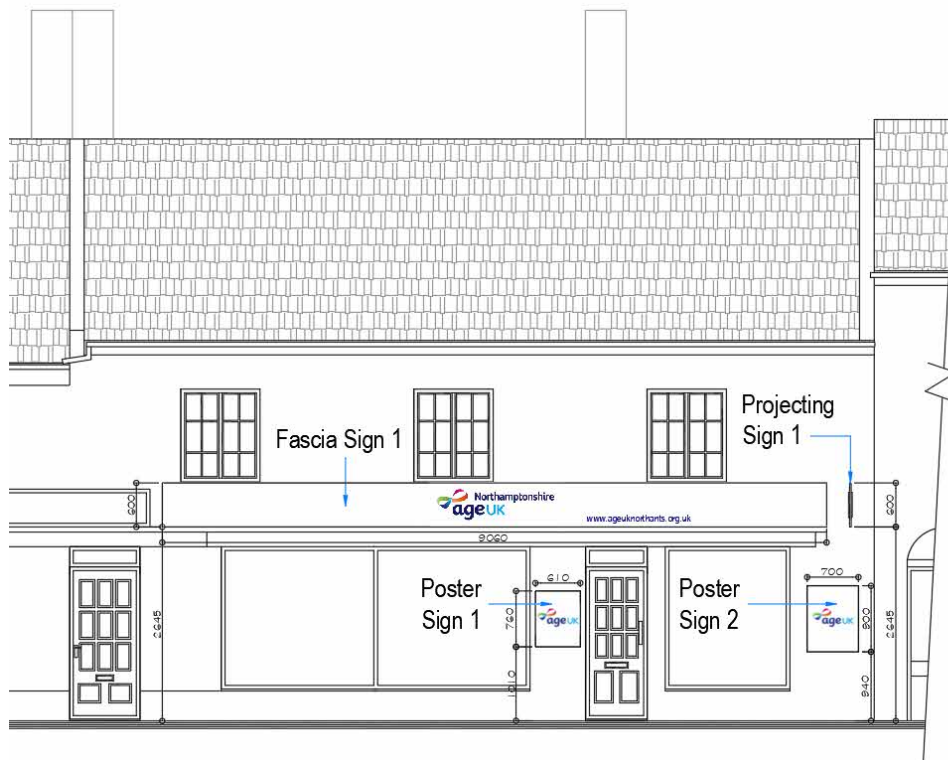


Design & Access Statement Rev A

(Includes Impact & Justification)

Proposed Replacement Signage at

28 High Street
Higham Ferrers
NN10 8PA



Prepared by: Sidey Design Architecture
10 Market Square
Higham Ferrers
NN10 8BT

DESIGN & ACCESS STATEMENT

Document Reference:- 22-157-DAS Rev A

Proposal:- Replacement Signage at 28 High Street, Higham Ferrers NN10 8PA

Introduction

Sidey Design Architecture have been commissioned to consider the implications of proposed replacement signage at the above address.

This Design, Access & Heritage Statement forms part of this planning application. The property lies within the Higham Ferrers Conservation Area.

Property History

28 High Street has been used as the premises for local stationery supplier “Colemans” since 1969. It was acquired by “Age UK Northamptonshire” who replaced the signage to the property as required. Using signs of the same proportions, as detailed in the accompanying application form and as shown on accompanying drawing 22-157-01 and photos below. These match the exact sizes and dimensions of the previous signage and are not illuminated. The signs could be regarded as permitted development.

A retrospective application **NE/23/00006/ADV** was submitted and consequently refused 30th June 2023. The reasons for refusal were given as follows:

“As is already demonstrated given the retrospective nature of this application, the excessive scale, incongruent design and unsympathetic materials of the proposal is detrimental to the character and appearance of the Higham Ferrers Conservation Area. The proposal therefore would be contrary to paragraph 130 and 202 of the National Planning Policy Framework 2019, Policy 2(b) & 8(d) of the adopted North Northamptonshire Joint Core Strategy 2016, East Northamptonshire Councils Shop Front Design Supplementary Planning Document (2011) and Higham Ferrers Neighbourhood Plan Policy HF.DE2 – Heritage Assets and their Setting.”

Location

The site is located close to the centre of the town of Higham Ferrers. The property is located within the conservation area with the front elevation in particular forming part of an historic street scene.

Use

Upon until recently a stationery supplier owned/used the building until it became the premises for Age UK approximately one year ago.

Layout

There will be no change to the layout of the premises.

Scale

There will be no change to the scale of the premises.

Design

The replacement signage is the same size as signage for the previous occupier and could be considered as permitted development. The only change is to the size of the lettering, which still does not exceed the $\frac{3}{4}$ permitted depth of the total height of the signage. The fascia does not cover up any interesting features of the building, likewise there is no obscuring of first floor windows. None of the signage is illuminated.

Distinctive Features

There are no distinctive features noted in the conservation area appraisal affected by the proposal.

Flood Risk

There is no flood risk relating to this site.

Waste

The waste disposal arrangements will be unaffected by this application.

Highway Matters

There are no known Highway Matters.

Landscaping

No landscaping works are proposed as part of this application.

Access

There are local bus stops within 25 metres of the premises to the northeast, adjacent to the Coop store and 320 metres outside the Green Dragon Public House, also 320 metres to the south close to the junction with Northampton Road for access to all major local towns.

Inclusive Access

Level access is available at the front of the premises.

Images of proposed Signage - provided by Fast Signs of Northampton
Fascia Sign 1, Projecting Sign 1 and Posters 1 & 2 (Below)



Fascia Sign 2 (Below)



Fascia Sign 3 (Below)



FASTSIGNS
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Aerial Photo – site in yellow.



Below are examples of before and after signage in Higham Ferrers and in comparison, premises at Olney, Bucks. Note that this approved signage is similar to the proposed signage submitted as part of our application. Both premises are situated in Conservation Areas.

Previous store frontage of Colemans, Higham Ferrers. (Dec' 2021).



New signage to which this application relates. (Jan' 2023).



Cont'd...

Olney store frontage example (which has been in place since 2016).



Impact & Justification

The impact of the replacement signage is minimal and replaces signs of with new ones of the same size and proportions. In fact, the impact of the new signage is less than the previous Colemans sign with smaller coloured lettering. If deemed necessary, we would be open to the implementation of a condition stipulating that the size of the lettering be reduced to match that of the example of the Olney Store Sign (above).

The justification is to advertise the location and type of business at the premises. This is a normal procedure in a commercial/retail setting. As the signage replaced existing signage in the same location, it was deemed acceptable in this setting.

Extract from Communities and Local Government – Outdoor advertisements and signs: a guide for advertisers. (Page 19).

Class 5 is not intended to permit all forms of outdoor advertising on any business premises; **it only permits advertisements for the goods or services available at the particular premises.** This means advertisements which refer to:

- the business or other activity at the premises.
- the goods for sale or the services available; and/or
- the name and qualifications of the firm or person providing the service in the premises.

An advertisement permitted by Class 5 **must not:**

- have any letters, figures, symbols or similar features in the design over 0.75 of a metre in height, or 0.3 of a metre in height if they are in any Area of Special Control of Advertisements.
- have its highest part at more than 4.6 metres above ground-level, or 3.6 metres in any Area of Special Control of Advertisements.
- have its highest part above the level of the bottom of the first-floor window in the wall where the advertisement is.
- be illuminated, unless the illumination is intended to indicate that medical or similar services or supplies are available at the premises; and if the premises are in any Area of Special Control of Advertisements, exceed in area 10 per cent of the external face of the building, measured up to a height of 3.6 metres above ground-level.

Additionally, if the business premises is a shop, an advertisement may be displayed only on an external wall which has a shop window in it.