Alan McGowan Architects Ltd
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Design and Heritage Statement

To accompany application
for Advertisement Consent
10 Chapel St
Belper
Derbyshire

Submitted to Amber Valley Borough Council January 2026

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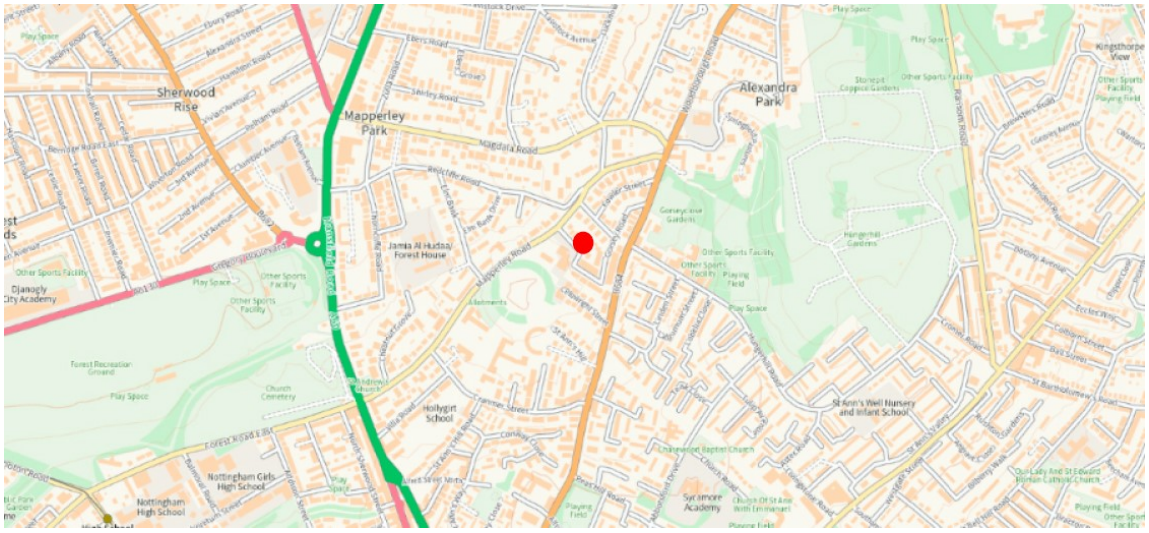
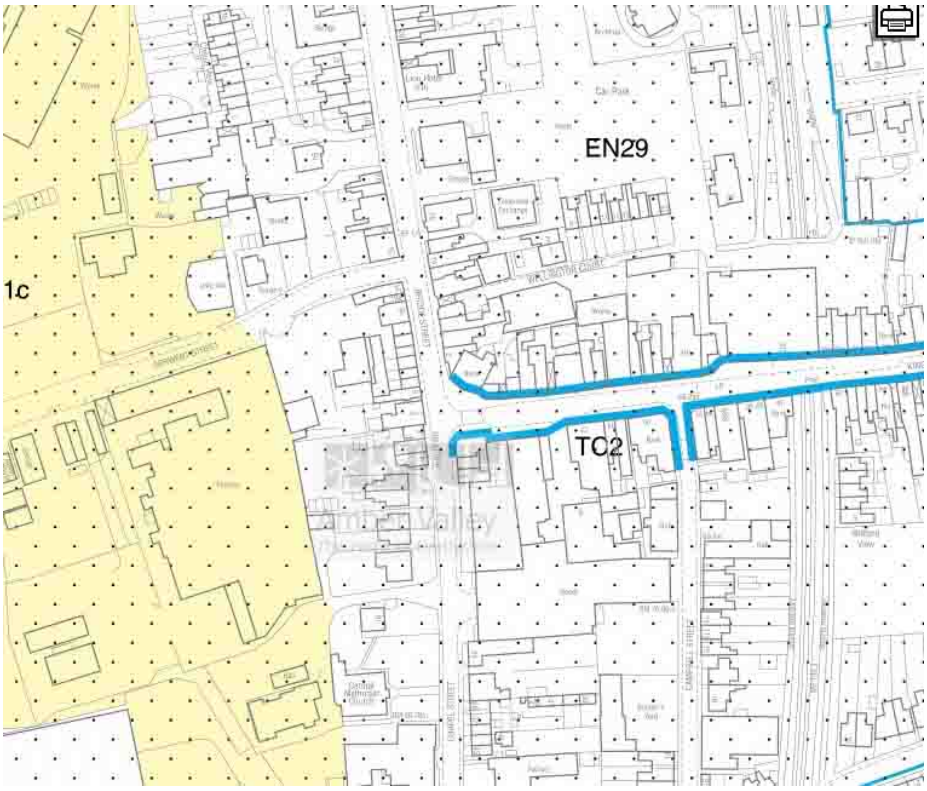
Context-Local Area



The application is at 10 Chapel St, Belper; the site is within the Belper Town Centre Conservation area. The LPA is Amber Valley borough Council

Context -Site



Site Location plan

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Context -Site

The area of the proposal site is within the Belper Town Centre Conservation area
The application site is 10 Chapel Street.

The existing building is one half of a semi-detached building of three stories, constructed in red brick with pitched tiled roofs. The existing building benefits from a hard standing car parking area to the front of the building with access off Chapel Street.

Application Information

This application is renewal of advertisement consent for two existing signs and revised graphics.

The existing signage was granted approval by Amber Valley Borough Council in 2016
application ref -AVA/2016/0632) which was valid on the 20 June 2016 for permission Illuminated and Non Illuminated Signs at 10 Chapel Street Belper
The consent was GRANTED for a period terminating on 9 August 2021 . This application is to renew that permission and include revised graphics.

Design Statement

Amount
This application seeks full planning permission for Advertisements external to the building

Overall Layout
No physical changes to the building are proposed the overall layout of the building will remain as existing.

Scale
No physical changes to the building are proposed and the scale of the building will remain as existing.

Landscaping
No physical changes to the building are proposed and the landscaping of the building will remain as existing.

Appearance
No physical changes to the building are proposed and the appearance of the building will remain as existing.

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Heritage Statement

Appraisal of Context

The building was originally constructed circa 1855 its original use was as a domestic welling.
It had a change of use from domestic dwelling to a hairdresser around 1970.
In 2000 it had a change of use from hairdressers to a medical reception area, in 2015 permission for change of use from medical reception area back to domestic dwelling was approved.
The site had advertisement consent for the current signage granted in 2016

Chapel Street itself contains a range of facilities including residential houses, offices, shops, a church, a bus station and existing factories.

The proposals seek to assist to enhance the conservation area by the continued use of an existing building within the conservation area. Providing sustainable business within the area that will enhance the economic viability of the town centre/Chapel Street area.



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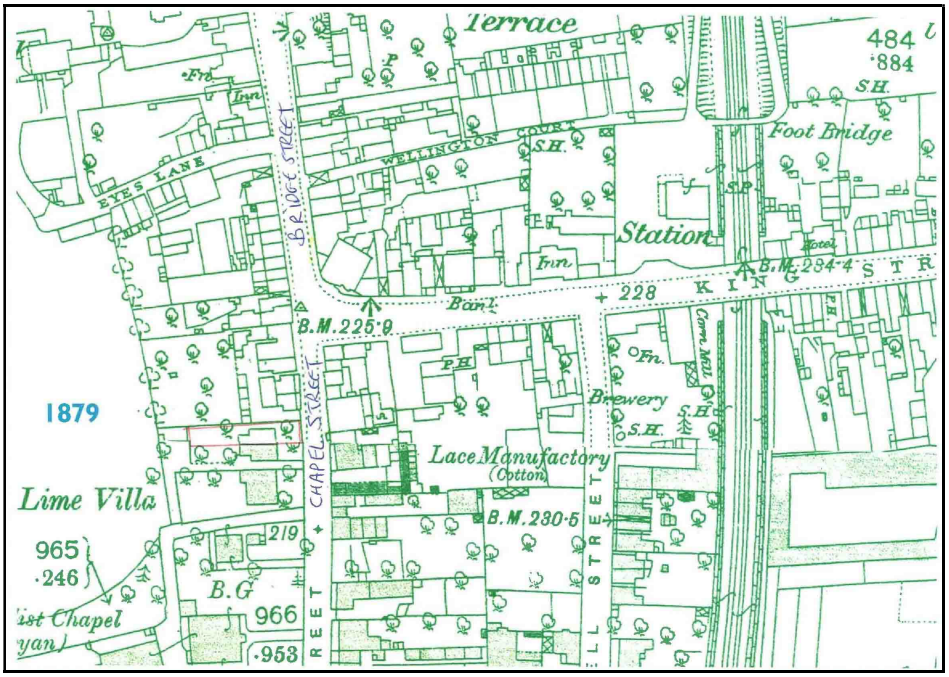
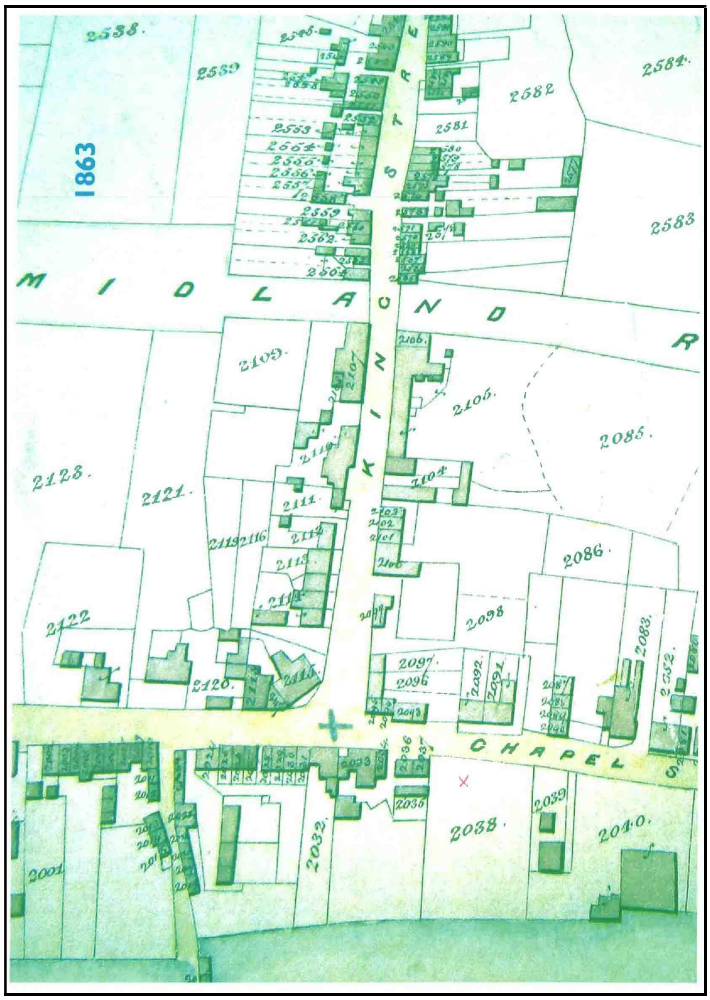


Historic map of Chapel St Belper



Historic map of Chapel St Belper

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Policy Appraisal

National Policy

The National Planning Policy Framework

The NPPF establishes a presumption in favor of granting approval for sustainable development.

Paragraph 6 of the NPPF states that the purpose of the planning framework is to contribute to the achievement of sustainable development and Paragraph 14 states that planning policy should presume in favour of sustainable development.

In terms of development decisions this assumes that policy decisions should be decided in favor of development where:

The development proposals accord with the local development plan (and can be progressed without delay).

Local Plan Policy

POLICY TC1

Within the Borough's town centres, as shown on the Proposals Map, planning permission for Shops (A1) and other development appropriate within a town centre (Financial and Professional Services (A2), Restaurants and Cafes (A3), Drinking Establishments (A4), Hot Food Take Aways (A5), Hotels (C1), Residential Institutions (C2), Non-Residential Institutions (D1), Assembly and Leisure (D2) and Sui Generis) will be granted, where the proposals:-

a) will sustain or enhance the vitality and viability of the town centre

b) can be satisfactorily accessed by both private and public transport

Where appropriate, planning applications will need to be supported by a retail impact assessment and/or a transport assessment

In the case of vacant office and retail floorspace at upper floor level, conversion to residential use will also be permitted

POLICY EN26

Development proposals that would result in the demolition of buildings within Conservation Areas will not be granted planning permission where the building makes a positive contribution to the character or appearance of the Conservation Area, unless

a) every possible effort has been made to continue its present use or find an alternative use, including offering the unrestricted freehold of the building on the open market at a realistic price reflecting its condition, or

b) there is clear evidence that the building is wholly beyond repair

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POLICY EN27

Planning permission will only be granted for development proposals within and adjacent to Conservation Areas, as shown on the Proposals Map, if they would contribute to the preservation or enhancement of the Conservation Area. Special consideration will also be given to proposals for development adjacent to and affecting the setting of a Conservation Area.

Proposals involving the change of use, alteration or conversion of existing buildings must respect the character and design of the existing building and, in the case of extensions, be clearly subordinate to the original building.

POLICY EN28

Planning permission or advertisement consent for new shop fronts and advertisements in Conservation Areas, as shown on the Proposals Map, will be granted providing that the proposals:-

a) are of a high standard of design and make use of appropriate materials

b) retain original shop fronts or advertisements on those buildings which make a positive contribution to the particular character of the Conservation Area

POLICY EN29

Within the Derwent Valley Mills World Heritage Site as shown on the Proposals Map, the Borough Council will require all development proposals to preserve or enhance its character and appearance

Within the Derwent Valley Mills World Heritage Site Buffer Zone, as shown on the Proposals Map, the Borough Council will require all development proposals to preserve or enhance the setting of the World Heritage Site, including views into and out of the site

In considering proposals, the Borough Council will have regard to the aims and objectives of the Derwent Valley Mills World Heritage Site Management Plan

Conclusion

The proposals are for advertisement consent only and is for renewal of advertisement consent for two existing signs with revised graphics.

The existing signage was granted approval originally by Amber Valley Borough Council in 2016 application ref -AVA/2016/0632, which was for a time limited period of five years, this application is to renew that approval, with revised graphics.

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