Planning Department
Amber Valley Borough Council
Town Hall
Ripley
Derbyshire
DE5 3BT

Application Submitted by the Planning Portal

11th June 2026

Dear Sir/Madam

Re: Application for Full Planning Permission (Installation of Plant, New Shopfront) and Advertisement Consent (New Signage) at 31B King Street, Belper, Derbyshire, DE56 1PX.

I write on behalf of Greggs PLC to submit a planning application permit the installation of plant, allow the installation of a new shopfront and provide consent for the display of new signage at 31B King Street, Belper, Derbyshire, DE56 1PX ('the Site').

The application has been submitted via the Planning Portal (Ref: PP-14998482) along with the following supporting information:

Submitted Drawings

- S7057 Belper Location Plan
- S057 Belper Planning and Adverts

In addition to the above and enclosed, we would be grateful if you could consider the contents of this letter in the determination of the planning application.

Site Context

The application site is located within Belper town centre, forming part of an established mixed-use high street environment. The surrounding area accommodates a variety of Class E uses, including independent retailers, cafés, and service-based businesses, contributing to the town's vibrant local economy. The site lies within a well-connected and pedestrian-friendly area, benefiting from regular footfall and proximity to local amenities and public transport links.

The building is not a listed building; however, it is situated within the Belper and Milford Conservation Area, where there is a statutory duty to preserve or enhance the character and appearance of the area. The site also lies within Belper Town Centre, as defined by Policy EC1 (Town Centres and Retail Development) of the Amber Valley Core Strategy, which identifies Belper as a key town centre where development supporting retail, commercial and other town centre uses will be supported in principle.

Greggs House | Innovate | NE12 8EW | Mobile: 07760355536 | Email: emma.robson@greggs.co.uk

Planning History

The premises appears to have a long-established Class E use. The most recent application relevant to the site (Ref:AVA-2013-0157) "Replacement of existing signage". This was approved on 11th June 2013. .

No elements contained in the site's planning history would prohibit or conflict with Installation of Plant, Shopfront alterations or Advertisement Consent.

The Proposal

Based on the information set out above, the operation of the unit as a bakery is lawful under Use Class E.

It is proposed that the bakery operates between the hours:

- Monday - Friday - 6:30am - 6:00pm
- Saturday - 7:00am - 6:00pm
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- Sunday - 8:00am - 5:00pm

Plant equipment is proposed at ground level, screened appropriately, including AC condensers and new extract ductwork and grilles.

The application also seeks consent for new signage consisting of:

- one fascia sign
- one projecting sign

Finally, the application seeks consent for shopfront alterations.

Full details of the proposed plant, shopfront and signage are included within the submitted drawings.

Planning Policy Background

Section 38(6) of the Planning and Compulsory Purchase Act 2004 states that all applications must be determined in accordance with the Development Plan unless material considerations indicate otherwise. For the purposes of Section 38 of the Act, the relevant Development Plan for the area comprises the Amber Valley Local Plan (Adopted 2006 – Saved Policies), together with the adopted Supplementary Planning Documents, including the Shopfront Design Guide, which provide supplementary planning guidance across the Borough.

Although the Amber Valley Local Plan does not contain a dedicated "Advertisements" policy, advertisement and signage proposals are assessed primarily against the following policies:

Policy EN6: Development within Conservation Areas and **Policy EN5: Design and New Development** (as applicable) state:

• development should respect the scale, form, and character of the surrounding area;
• proposals must not detract from the visual quality of buildings or the wider streetscape;
• development should result in a high standard of design that preserves or enhances local character.

These provisions cover the size, siting, illumination and visual impact considerations that apply to advertisement consent.

The **Council's design guidance** requires all new development to:

• complement and enhance local character through an understanding of the site and its context;
• integrate sensitively with surrounding built form and established streetscape patterns;
• utilise high-quality materials and detailing that respond to existing architectural features;
• avoid visual clutter and ensure that signage remains proportionate and appropriate to the host building.

The accompanying Shopfront Design Guidance for Amber Valley sets clear expectations for shopfronts and signage, emphasising:

• the retention of traditional shopfront proportions and detailing;
• signage that is appropriately scaled and does not dominate the host elevation;
• the use of sympathetic colours, materials and illumination;
• the protection of the character and appearance of town centres and local centres.

This directly applies to the consideration of shopfront alterations, signage and external fixtures within settlements across the Borough.

Policy EN20: Pollution states:

• development will not be permitted where it would give rise to unacceptable levels of pollution;
• proposals must ensure that noise, fumes, odour or other emissions are adequately controlled;
• plant, equipment and external fixtures should be located and designed to minimise impacts on visual and residential amenity.

This directly applies to proposed extract equipment, condensers, ventilation grilles and any other plant forming part of the application.

<u>Advertisement Regulations</u>

The relevant regulation for control of Advertisement is The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and it states that a Local Planning Authority should exercise its powers under these Regulations in the interests of amenity and public safety, taking into account the provisions of the Development Plan, so far as they are material; and any other relevant factors including national policy and guidance contained in the National Planning Policy Framework (NPPF) and National Planning Practice Guidance (NPPG).

The NPPG states that factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest. Should any of these features be present, the LPA should consider whether the proposed development is in scale and in keeping with these features. This means that a large advertising display would be refused where it would dominate a group of listed buildings but would be permitted in an industrial or commercial area of a major town or city, where the advertisement would not adversely affect the visual amenity of the neighbourhood where the site is located.

Factors relevant to public safety include the safety of people using the highway, railway or waterway; and whether the display of the advertisement in question is likely to: obstruct or impair sight-lines at corners, bends or at a junction, or at any point of access to a highway; obstruct or confuse a road-user's view, or reduce the clarity or effectiveness of a traffic sign or signal, or would be likely to distract road-users because of their unusual nature; effectively leave insufficient clearance above any part of a highway, or insufficient lateral clearance for vehicles on the carriageway (due allowance being made for the camber of the road-surface); externally or internally illuminated signs (incorporating either flashing or static lights) where the means of illumination is directly visible from any part of the road, because of their colour, could be mistaken for, or confused with, traffic lights or any other authorised signals, because of their size or brightness, could result in glare and dazzle, or distract road-users, particularly in misty or wet weather; or when subject to changes of the display, where they do not display the whole message, if they require close study which are situated so that people looking at them would be insufficiently protected from passing vehicles; or those advertisements sited on narrow footpaths where they may interfere with safe passage by causing pedestrians to step into the road; or those which resemble traffic signs; obstruct of confuse road users view, or reduce the clarity or effectiveness of a traffic sign or signal.

National guidance on advertisements is set out within the NPPF (2024) where it is advised that control over advertisements should be simple, efficient and effective in operation. Advertisements should be subject to control only in the interests of amenity and public safety taking account of cumulative impacts (Paragraph 141).

Planning Discussion

The proposal will ensure that there is continued vitality and viability of the Site, as well as providing additional employment opportunities in the area.

<u>Design and Access, and Heritage Considerations</u>

The application site is located within the Belper Conservation Area, which was designated in 1969 and reflects the town's historic development as part of the Derwent Valley industrial settlements. The conservation area encompasses Belper's historic core, including its market place, traditional commercial frontages, and associated residential streets, all of which contribute to its distinct character and appearance. The conservation area also forms part of the wider Derwent Valley Mills World Heritage Site, recognising its international significance in the history of early industrialisation.

The special interest of the Belper Conservation Area derives primarily from its historic townscape, strong architectural cohesion, and association with the development of the textile industry during the 18th and 19th centuries. The area is characterised by a mix of traditional stone-built properties, period shopfronts, and tightly knit streets which together create a well-defined and attractive commercial environment.

Alongside these historic buildings, the conservation area also contains a range of active commercial premises at ground-floor level, particularly within Belper town centre, where shopfronts, signage, and associated alterations form an important component of the street scene.

The application site comprises a ground-floor commercial unit forming part of this established town centre environment.

The site lies in proximity to a number of designated heritage assets, including listed buildings within Belper town centre, which contribute positively to the significance of the conservation area and its setting.

Shopfront Alterations

As outlined in the Policy Section, shopfront alterations must be assessed in terms of their impact on visual amenity, the character and appearance of the host building, and the wider streetscape.

In amenity terms, the proposed shopfront alterations are considered appropriate to the scale and function of the unit and reflect the established character of commercial frontages within Belper town centre. The design adopts a simple and coherent approach, avoiding excessive detailing, illumination or visual clutter.

The proposed materials, finishes and overall composition are sympathetic to the host building and its setting within the conservation area, maintaining a balanced and proportionate appearance. The alterations are considered to enhance the visual quality of the existing frontage when compared to the current situation.

It is therefore considered that the proposed shopfront alterations preserve the character and appearance of the building and make a positive contribution to the wider streetscape.

Installation of Plant Equipment

As outlined in the Policy Section, the installation of plant equipment must be assessed with regard to its visual impact, its effect on the character of the building and surrounding area, and any implications for residential amenity, including noise and disturbance.

In visual terms, the proposed plant equipment, including air conditioning condensers, extract ductwork and associated ventilation grilles, has been designed and positioned to minimise its prominence. The equipment is located on less sensitive elevations where possible and is of a scale and appearance appropriate to the building and its use.

The use of appropriate, recessive finishes assists in reducing the visual impact of the equipment, while the routing of extract ductwork follows the building's existing lines to ensure a more integrated and discreet appearance.

With regard to amenity, it is not considered that the proposed equipment would give rise to unacceptable impacts in respect of noise, odour or disturbance, subject to appropriate controls where necessary.

Overall, the installation of plant equipment is considered to support the operation of the premises without causing harm to the character and appearance of the building or the wider conservation area.

Advertisements

As outlined in the Policy Section, advertisements must be assessed against amenity and public safety considerations. In amenity terms, the proposal is appropriate to the site and its town centre context, reflecting the established pattern of signage within Belper.

The approach to signage is to provide clear and legible identification of the premises, proportionate to the scale of the shopfront and in keeping with the surrounding area. The proposed signage is considered to respect the character and appearance of the building and the wider conservation area, avoiding excessive illumination or dominant features.

With respect to highway safety, it is not considered that the proposal would give rise to any issues for pedestrians or vehicles in the vicinity of the site. The signage enables identification of the unit without causing distraction or obstruction.

On this basis, it is considered that the proposal accords with the general guidance on advertisements.

Overall, due to the limited and sympathetic nature of the works, the proposal would result in no harm to the significance of the Belper Conservation Area, the wider World Heritage Site, or the setting of nearby listed buildings. In heritage terms, the proposal represents a neutral impact with some minor enhancement over the existing situation.

In accordance with Section 16 of the National Planning Policy Framework, the proposal preserves the significance of designated heritage assets and sustains the character and appearance of the conservation area. The works therefore accord with the heritage and design objectives of the Development Plan.

Conclusion

Should you have any queries regarding the attached or enclosed, please do not hesitate to contact Emma Robson at emma.robson@greggs.co.uk or on 07760355536.

Yours faithfully,

Emma Robson
Shop Design Planning Administrator
Greggs

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