

McDonald's Restaurants Ltd  
11-59 High Road  
London  
N2 8AW

Mr John Snow  
Planaware Ltd  
The Granary, First Floor  
37 Walnut Tree Lane  
Sudbury  
Suffolk  
CO10 1BD

McDonalds Restaurants Ltd  
11-59 High Road  
London  
N2 8AW

Application no: SMD/2015/0819

Determined on: 14/07/2016

**Town and Country Planning Act 1990  
Town and Country Planning (Control of Advertisements) Regulations 2007**

**REFUSAL OF CONSENT TO DISPLAY AN ADVERTISEMENT**

**Location of Development:**

Premier Garage Leek Ltd Broad Street Leek Staffordshire ST13 5NS

**Description of Development:**

Advertisement consent for 6 No. internally illuminated fascia signs

In pursuance of their power under the above mentioned Act, Staffordshire Moorlands District Council Planning Authority, **HEREBY REFUSE CONSENT** for the display of advertisements described above in accordance with plans ref: 5459\_AEW\_8064\_1001A, 5459\_AEW\_8064\_1007A, 5459\_AEW\_8064\_1009A for the reason(s) specified below:-

1. The cumulative effect of the proposed signage by reason of illumination, size and siting clearly does not respect the character and appearance of its context creating general visual disorder within the locality. This would be to the detriment of the visual amenities of the townscape and adjacent conservation area. This is contrary to Policies SS1, SS5a, DC1 and DC2 of the Council's Core Strategy Development Plan Document (Adopted March 2014) and is further contrary to the National Planning Policy Framework (NPPF).

**Informative**

1. It is considered that the proposals are unsustainable and do not conform with the provisions of the NPPF.

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**Signed on behalf of Staffordshire Moorlands District Council**

## NOTES

1. If you are aggrieved by the decision of your local planning authority to refuse permission for the proposed development or to grant it subject to conditions, then you can appeal to the Secretary of State under section 78 of the Town and Country Planning Act 1990.
2. If the decision to refuse planning permission is for a householder application, and you want to appeal against your local planning authority's decision then you must do so within 12 weeks of the date of this notice. All other types of development have a 6 month deadline for submission of appeals. Appeals must be made using a form which you can get from the Planning Inspectorate at Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN or online at [www.planningportal.gov.uk/pcs](http://www.planningportal.gov.uk/pcs). The Secretary of State can allow a longer period for giving notice of an appeal, but he will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal. The Secretary of State need not consider an appeal if it seems to him that the local planning authority could not have granted planning permission for the proposed development or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order. In practice, the Secretary of State does not refuse to consider appeals solely because the local planning authority based their decision on a direction given by him.
3. If either the local planning authority or the Secretary of State refuses permission to develop land or grants it subject to conditions, the owner may claim that he can neither put the land to a reasonably beneficial use in its existing state nor render the land capable of a reasonably beneficial use by the carrying out of any development which has been or would be permitted. In these circumstances, the owner may serve a purchase notice on the Council (District Council, London Borough Council or Common Council of the City of London) in whose area the land is situated. This notice will require the Council to purchase his interest in the land in accordance with the provisions of Part VI of the Town and Country Planning Act 1990.