DELEGATED DECISION REPORT

SMD/2016/0593 **Valid 05/10/2016**	**CO-OP FOOD WEST STREET LEEK**	**ADVERTISEMENT CONSENT FOR 2X INTERNALLY ILLUMINATED LOGO SIGNS (A, B), 2X NON-ILLUMINATED ACRYLIC LETTERS SIGNS (C, D), 1X INTERNALLY ILLUMINATED PROJECTION SIGN (E), 1X NON-ILLUMINATED POST MOUNTED ALUMINIUM PANEL SIGN (F)** **(ADVERTISEMENT CONSENT)**

MAIN ISSUES

- Amenity
- Public Safety

DESCRIPTION OF SITE

This application relates to a site positioned on the corner of Salisbury Street and West Street. The site relates to The Co-operative Food store and associated parking area. The site falls within the Leek Town Centre boundary and the Leek Town Conservation Area.

PROPOSAL

Advertisement Consent is sought for replacement signage in accordance with the re-branding of Co-operative Food.

RELEVANT LOCAL AND NATIONAL PLANNING POLICIES

Core Strategy Development Plan Document (Adopted 2014)

S01 Spatial Objectives
SS1 Development Principles
SS1a Presumption in Favour of Sustainable Development
DC1 Design Considerations
DC2 The Historic Environment

National Planning Policy Framework

Chapter 7 Requiring good design

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

SMD/2014/0012	Change of use from offices to mixed use development of retail and residential Approved
SMD/2015/0364	Variation of condition 5 (access, parking, servicing and turning areas) on SMD/2014/0012 Approved (reserved matters)
SMD/2015/0642	Display of x2 externally illuminated fascia signs, x1 internally illuminated projecting sign, x1 non-illuminated vinyl, x3 post mounted non-illuminated car park signs Approved

CONSULTATIONS

Publicity

Site Notice expiry date: 16.11.2016
Neighbour consultation period ends: 26.10.2016
Press Advert: 09.11.2016

Public Comments

No.6 West Street: Objection.

The salient points raised in objection relate to light pollution.

Town / Parish Comments

Leek Town Council: Recommend approval subject to the development not being unneighbourly.

OFFICER COMMENTS

Spatial Objective SO8 of the Core Strategy seeks “to promote local distinctiveness by means of good design and the conservation, protection and enhancement of historic, environmental and cultural assets throughout the District”. In accordance with paragraph 56 of the National Planning Policy Framework “the Government attaches great importance to the design of the built environment. Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better”.

This application seeks consent following the nationwide corporate re-branding of the Co-operative Food Store. The signage proposed includes:
2 no. internally illuminated logo signs forming the Co op brand, measuring 0.8m in height and 0.76m in width. Theses signs are to be coloured blue with an illuminance level of 400.00 cd/m; 2 no. non-illuminated acrylic individual letter signs forming the words “Welcome to West Street’s Co-op”. The text is to be white in colour with a maximum height of 23cm; 1 no. internally illuminated protecting sign and 1 no. non-illuminated post mounted panel sign to be located within the carpark.

In accordance with policies DC1 and DC2 of the Staffordshire Moorlands Core Strategy all development should be well designed to respect the site and its surroundings. Within Conservation Areas the Council will safeguard and, where possible, enhance the historic environment.

Paragraph 67 of the NPPF comments:

"Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will have an appreciable impact on buildings and or their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."

This application follows the nationwide re-branding of the Co-operative Food Store and according all existing signage is to be removed and replaced. Therefore the proposal would not lead to an unacceptable accumulation of signage in this location. The signage is to be positioned at a height that would not cause harm to pedestrian or highway safety and the signage would have no audible or moving parts.

In terms of amenity, 11 no. consultation letters have been sent to neighbouring properties and a site notice has been erected. 1 no. representation has been received from the owner and occupier of no 6 West Street, which is positioned opposite the application site to the north east. Objection has been raised on the grounds of light pollution. The application site is located within a town centre location where a degree of light pollution is to be expected by virtue of street lighting and signage. Nevertheless, taking account of the proximity of the site to residential properties it is considered reasonable to condition to the level of illuminance to 280 cd/d.

CONCLUSION / PLANNING BALANCE

This application is considered to sufficiently accord with policies DC1 and DC2 of the Staffordshire Moorlands Core Strategy and Chapter 7 of the National Planning Policy Framework. Accordingly a recommendation of approval is given.

OFFICER RECOMMENDATION : Approve

Case Officer: Lisa Howard
Recommendation Date: 30.11.2016

X B.J. Haywood

Signed by: Haywood, Ben

On behalf of Staffordshire Moorlands District Council