DELEGATED DECISION REPORT

SMD/2016/0581 **Valid 16/09/2016**	**THE CO-OPERATIVE** **140 LEEK ROAD** **ENDON**	**ADVERTISEMENT CONSENT FOR THE INSTALLATION OF 4 NO. NON ILLUMINATED WALL MOUNTED SIGNS, 1 NO. NON ILLUMINATED FASCIA SIGN, 1 NO. INTERNALLY ILLUMINATED FASCIA SIGN AND 1 NO. INTERNALLY ILLUMINATED TOTEM SIGN.** **(ADVERTISEMENT CONSENT)**

MAIN ISSUES

- design
- neighbour and street amenity

DESCRIPTION OF SITE

The Endon Co-op store occupies a relatively modern building set back from the main Leek Road with parking to the front bounded by a low brick wall along the rear of the pavement. There are offices above with recent permission and a low brick for conversion to residential. There are detached residential properties opposite.

PROPOSAL

The proposal involves replacing an existing suite of signage. Amended plans were requested to substitute a lower height totem of 2m in place of the originally proposed 3.5m. Also, instead of being internally illuminated as initially proposed the amended detail is for 'halo' illumination to the letters.

The site plan shows a number of banner frame signs on the wall to the carpark. However, no elevations are provided and they are not included in the description of development.

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
SS6a Larger Villages Area Strategy – Endon
DC1 Design Considerations
T1 Development and Sustainable Transport

National Planning Policy Framework
Paragraphs 1 to 17
Sections 7 – Requiring Good Design

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS
The site has along history but was recently approved on appeal for conversion from car repair and car sales to co-op store following application reference SMD/2014/0014. Application SMD/2015/0529 gave consent to the first generation of store signage.

CONSULTATIONS
Publicity
Site Notice expiry date: 4th November 2016
Neighbour consultation period ends: 21st October 2016
Press Advert: N/A

Public Comments
None

Town / Parish Comments
Endon with Stanley Parish Council – objects to the large totem sign at the roadside for size and the fact that it would be lit internally.

OFFICER COMMENTS
Principle of Development
The acceptability of signage in principle has been established by the granting of the earlier consent SMD/2015/0529.

The proposal will not be more noticeable than the existing and in fact will in several significant details be less of an impact: the existing signage uses a lime green as a colour backing whereas the new adopts a dark grey and one of the large fascia signs, previously using the bright pale green, is not to be replaced other than with a dark grey fascia panel.

Design
Following the receipt of amended plans for the roadside entrance totem the scheme is considered to accord with Policy DC1 subject also to a condition that notwithstanding the submitted details no placard notices shall be erected to the timber boarded fence which forms the northerly boundary of the car park.

Amenity
No unduly adverse impacts for neighbours or street scene.

CONCLUSION / PLANNING BALANCE
The scheme was modified to reduce the size and illumination method of the totem in order to be acceptable to the Local Planning Authority and in turn this is considered to address the objections of the Parish Council.

OFFICER RECOMMENDATION : Approve subject to conditions.

Case Officer: Arne Swithenbank
Recommendation Date: 23/12/2016

X B.J. Haywood

Signed by: Haywood, Ben

On behalf of Staffordshire Moorlands District Council