DELEGATED DECISION REPORT

SMD/2016/0710	**25-29 HIGH STREET**	**ADVERTISEMENT CONSENT FOR NEW FASCIA SIGNAGE AND PROJECTING SIGN**
Valid 22/11/2016	**CHEADLE**	
		(ADVERTISEMENT CONSENT)

MAIN ISSUES

- Impact on public amenity and highway safety.

DESCRIPTION OF SITE

The application building lies on the south eastern side of High Street Cheadle. It is currently in use for A1 retail on the ground floor and has a modern glass shop front which is sandwiched between two blue brick piers with red facing brickwork above and below. To the south west of the site lies a Grade II Listed Building. For the purposes of the development plan the application site lies within Cheadle's development boundary where there is a presumption in favour of development. It also lies within a designated Conservation Area.

PROPOSAL

This application seeks advertisement consent for the erection of new fasica signage and a projecting sign.

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
SS5c Cheadle Area Strategy
DC1 Design Considerations
DC2 Historic Environment

National Planning Policy Framework

Chapter 7 Requiring Good Design
Chapter 12 Conserving and enhancing the Historic Environment

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

The application site has an extensive planning history although there is nothing particularly relevant to this application.

CONSULTATIONS

Publicity

Site notice displayed, neighbours notified and press advert in Cheadle Post & Times.

Public Comments

No representations received.

Town / Parish Comments

No objections.

Conservation Officer

No objections.

OFFICER COMMENTS

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 states that "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."

The proposed adverts are required due to the fact that the premises are being taking over by a new tenant. The proposed fascia which will measure 5.75m long x 0.75m wide will comprise of a 3mm dibond panel wrapped with digitally printed vinyl background which shall then be laminated and attached to the existing bracket. Yellow acrylic letters 40mm high shall be applied directly to the face of the dibond panel advertising "Card Factory".

The proposed hanging sign which would measure 0.7m high x 0.7m wide would comprise of a digitally printed vinyl panel which shall be hung from the existing bracket. Neither the fascia or the projecting sign will be illuminated.

The proposed advertisements are considered to be acceptable in terms of their number, size, scale, design and materials and would not be detrimental to the street scene, character and appearance of the Conservation Area or public amenity. The

Conservation Office has been consulted on the replacement signage and no objections have been raised.

In terms of highway safety the Highways Authority have been consulted on the application and no objections have been raised. An informative regarding signs overhanging the pavement has been requested and can be included on any decision notice.

CONCLUSION / PLANNING BALANCE

On balance it is considered that the proposed advertisements are considered acceptable in terms of public amenity and highway safety and a recommendation subject to standard advertisement conditions is made.

OFFICER RECOMMENDATION : Approve subject to standard advertisement conditions and informative re overhanging signs.

Case Officer: Teresa Critchlow
Recommendation Date: 16th January 2017

X B.J. Haywood

Signed by: Haywood, Ben

On behalf of Staffordshire Moorlands District Council