DELEGATED DECISION REPORT

SMD/2017/0144 **Valid 03/03/2017**	**MORRISONS WELL STREET CHEADLE**	**INSTALLATION OF 1NO INTERNALLY ILLUMINATED FASCIA SIGN AND 2NO INTERNALLY ILLUMINATED MOTIF BOXES** **(ADVERTISEMENT CONSENT)**

MAIN ISSUES

- Design
- Amenity

DESCRIPTION OF SITE

The application site comprises a large 'Morrisons' Supermarket situated off Well Street in Cheadle Town Centre. The principal front elevation of the retail store faces a large car park and is characterised by branded signage.

PROPOSAL

The application seeks advertisement consent to replace the existing branded signage/logo with an updated one in three locations on the external elevations as shown on the submitted plan (Drawing Ref: Morr/041/2017).

The first location (Location 1) concerns the fascia signage above the main entrance on the front elevation facing the car park. Above the entrance, the company name 'Morrisons' is currently displayed in bold yellow capital letters. As shown on the submitted plans (Drawing No: Morr/041/2017) the proposed replacement signage is shown to be displayed in white in lower case lettering with a small logo above.

The second location (Location 2) concerns the small motif box displaying the company logo, above the side entrance on the western (side) elevation. The proposed signage seeks to replace the current Morrisons logo comprising a green 'M' on a yellow background with a motif with the word 'Morrisons' in green underneath on a white background.

The final location (Location 3) comprises the same replacement logo as location 2 further along the front elevation towards the eastern elevation. The replacement logos in locations 2 and 3 measure 1.84m x 1.93m and have a thickness of 16.5cm. The signage is proposed to be internally illuminated using LED lighting as described within the submitted plan.

RELEVANT LOCAL AND NATIONAL PLANNING POLICIES

Section 38(6) of the Planning and Compulsory Act 2004 requires proposals to be determined in accordance with the Development Plan taking into consideration any material considerations relevant to the determination of the application.
The local development plan for this site comprises the Staffordshire Moorlands Core Strategy (adopted 26th March 2014) and any relevant Supplementary Planning Documents (SPD's).

The National Planning Policy Framework (NPPF) published in March 2012 sets out the Governments planning policies for England and how these are expected to be applied. As stated in paragraph 2 of the NPPF, the document is a material consideration which must be taken into account in planning decisions.

Core Strategy Development Plan Document (Adopted 2014)

SS1 Development Principles
SS1a Presumption in Favour of Sustainable Development
DC1 Design Considerations

National Planning Policy Framework

Achieving Sustainable Development	Paragraphs 1-17
Requiring Good Design	Chapter 7

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

No relevant planning history

CONSULTATIONS

Publicity

Site Notice expiry date: 6th April 2017
Neighbour consultation period ends: 3rd April 2017
Press Advert: N/A

Public Comments

None received

Town / Parish Comments

Cheadle Town Council – No Objection (4th April 2017)

OFFICER COMMENTS

Principle of Development

The site is located within the development boundary within close proximity of Cheadle Town Centre. The site is not constrained by any restrictive policies listed at footnote 9 to paragraph 14 of the NPPF. As such the presumption in favour of sustainable development is engaged.

The principle of development is considered to be acceptable subject to the application demonstrating compliance with relevant national and local planning policy relating to design and amenity.

Design

Policy SS1 of the adopted Core Strategy sets out a number of development principles which new development should adhere to in order to contribute positively to the social, economic, and environmental improvement of the Staffordshire Moorlands.

Policy SS1a of the adopted Core Strategy reflects the presumption in favour of sustainable development set out within the National Planning Policy Framework (NPPF). It states that planning applications that accord with relevant policies in the Local Plan will be approved without delay.

Policy DC1 of the adopted Core Strategy sets out a list of design considerations that new development should incorporate into any new scheme. It states that all development shall be well designed and reinforce local distinctiveness by positively contributing to and complementing the special character and heritage of the area.

Chapter 7 of the NPPF highlights the importance of good design, that good design is indivisible from planning and should contribute positively to making places better for people.

The scale of the proposed signage is considered to be appropriate within the context of the very large supermarket building. The proposed replacement signage is considered to be of a high quality design and responds well to the immediate character of the area.

In light of the above it is considered that the application accords with policies S1 and DC1 of the adopted core strategy and constitutes sustainable development in accordance with policy SS1a of the core strategy and Chapter 7 of the NPPF.

Amenity

Policy DC1 of the core strategy requires that all developments protect the amenity of the area, including various aspects of residential amenity.

Paragraph 17 of the NPPF highlights twelve principles that should underpin both plan-making and decision taking. One such principle is that planning should always

seek to secure high quality design and good standard of amenity for all existing and future occupants of land and buildings.

The existing external signage currently displayed is typical for this type of building and is not considered to have any adverse impacts to neighbouring residential properties by way of visual impact or light pollution which border the site. The proposed replacement signage is considered to represent an improvement in design terms and therefore will not have any adverse impacts to the visual or residential amenity of neighbouring properties or members of the general public.

It is therefore considered that the application accords with policy DC1 of the adopted core strategy and paragraph 17 of the NPPF.

CONCLUSION / PLANNING BALANCE

The application seeks advertisement consent for 1 x fascia sign and 2 x motif boxes which will be illuminated internally with LED lighting and set to replace existing signage in the same three locations at Morrisons Supermarket, Well Street, Cheadle.

The site is situated within the development boundary and the principle of development has been found to be acceptable.

The design of the proposed replacement signage is considered to be appropriate with regards to scale and is also considered to represent a visual improvement to the current signage displayed. No amenity issues will arise as a result of this development.

In conclusion, the proposed development is considered to accord with all relevant local development plan policies and national policies contained within the NPPF. Within the context of paragraph 14 of the NPPF, the application is therefore recommended for approval subject to appropriate conditions being attached.

OFFICER RECOMMENDATION: Approve with Conditions

Case Officer: James Stannard
Recommendation Date: 10th April 2017

X B.J. Haywood

Signed by: Ben Haywood

On behalf of Staffordshire Moorlands District Council