STAFFORDSHIRE
moorlands
DISTRICT COUNCIL
ACHIEVING · EXCELLENCE

Simon W. Baker B.Ed MBA MIMSPA
Chief Executive

Mr Philip Coggan
Pearce Signs Limited
c/o 31 Heathlands Road
Chandlers Ford
Hampshire
SO53 1GU

Application no: SMD/2017/0163

Determined on: 05/05/2017

Town and Country Planning Act 1990
Planning and Compensation Act 1991
Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

REFUSAL OF CONSENT TO DISPLAY AN ADVERTISEMENT

Location of Development:
Unit 4 Gaunt Buildings, Derby Street, Leek, Staffordshire ST13 6HP

Description of Development
Rertospective internally-illuminated fascia sign and projecting sign.

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 001073 1 and 2:

1. The new fascia sign, by virtue of the internally-illuminated design of the shop name/logo/lettering, causes significant additional harm to the traditional character of the "Gaunt Buildings" Grade II listed building and therefore fails to maintain and enhance the character and appearance of the Leek Conservation Area. The sign does not comply with Policy TC1 'Development in the Town Centres' of the Council's adopted Core Strategy which seeks to improve and enhance the distinctive heritage of the town centres of the District and Policy DC2 'The Historic Environment' of the Core Strategy which seeks to safeguard and where possible enhance the character and appearance of the historic environment and heritage assets including Conservation Areas and Listed Buildings. The sign therefore also does not comply with government planning guidance contained in Section 12 'The Historic Environment' of the National Planning Policy Framework (NPPF).

2. A hanging sign running directly out of the fascia appears contrived and harms the overall balance and symmetry of the shopfront, and causes significant harm to the traditional character of the ""Gaunt Buildings"" Grade II listed building and therefore fails to maintain and enhance the character and appearance of the Leek Conservation Area. The sign does

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not comply with Policy TC1 'Development in the Town Centres' of the Council's adopted Core Strategy which seeks to improve and enhance the distinctive heritage of the town centres of the District and Policy DC2 'The Historic Environment' of the Core Strategy which seeks to safeguard and where possible enhance the character and appearance of the historic environment and heritage assets including Conservation Areas and Listed Buildings. The sign therefore also does not comply with government planning guidance contained in Section 12 'The Historic Environment' of the National Planning Policy Framework (NPPF).

X B.J. Haywood

Signed by: Ben Haywood

On behalf of Staffordshire Moorlands District Council

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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.

3. If this is a decision to refuse planning permission for a minor commercial 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.

4. If this is a decision to refuse express consent for the display of an advertisement, if you want to appeal against your local planning authority's decision then you must do so within 8 weeks of the date of receipt of this notice.

5. If you want to appeal against your local planning authority's decision for any other type of development, including listed building consents then you must do so within 6 months of the date of this notice Appeals must be made using a form which you can get from the Secretary of State at Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN (Tel: 0303 444 5000) or online at https://acp.planninginspectorate.gov.uk

6. The Secretary of State can allow a longer period for giving notice of an appeal, but 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 the Secretary of State 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.

7. 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.

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