

## DELEGATED DECISION REPORT

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**SMD/2017/0211**  
**Valid 16/06/2017**

**JOHN MARTIN SHOES**  
**2-4 STANLEY STREET**  
**LEEK**

**PROPOSED REPLACEMENT**  
**OF 3NO. NON ILLUMINATED**  
**FASCIA SIGNS AND 1NO. NON**  
**ILLUMINATED HANGING SIGN**

**(ADVERTISEMENT CONSENT)**

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### MAIN ISSUES

- Conservation Area
- Heritage – Listed Buildings adjacent
- Design
- Amenity and public safety

### DESCRIPTION OF SITE

The premises occupy a well-presented three storey prominent corner building in a very central location at the foot of the market place junction with Stanley Street, Leek. The ground floor on its two street-facing elevations comprises shop-front windows and two entrance doors both off Stanley Street. A fascia running above the windows bears the words 'John Martin Shoes' to each elevation. There is a single non-illuminated sign board suspended from a simple decorative bracket on the Stanley Street elevation.

The Grade II Listed market cross stands within 20m of the premises and can be seen in conjunction with views of both proposal elevations. Trafford House at 16 market place is also Grade II Listed and is attached to the rear of the premises but not readily seen in conjunction with views of the proposal frontages. Buildings facing the premises on the opposite side of the Market Place are also Grade II Listed.

### PROPOSAL

As described in the heading above. The fascia will bear the word 'Clarks' over each doorway on to Stanley Street and once on the east elevation facing towards Derby Street. A hanging sign board of the same dimensions as existing is proposed using the existing bracket.

A dark green colour backdrop is proposed and lettering would be white attached in shallow relief to the fascias, and simply painted to the hanging sign.

Since the application was received the work has been carried out.

### 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  
SS5a Leek Area Strategy  
DC1 Design Considerations  
DC2 The Historic Environment

### **National Planning Policy Framework**

Paragraph(s) 1 to 17

Section(s) 7 – Requiring Good Design in particular paragraph 67.

### **SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS**

84/13406/OLDDC – new shop front and alterations – approved

### **CONSULTATIONS**

#### **Publicity**

Site Notice expiry date: 3<sup>rd</sup> August 2017

Neighbour consultation period ends: 26<sup>th</sup> July 2017

Press Advert: 9<sup>th</sup> August 2017

#### **Public Comments**

None

#### **Town / Parish Comments**

Leek Town Council – no objection subject to not being found un-neighbourly

#### **Conservation Officer**

No objections to the proposed adverts – condition the lettering material and method of fixing.

### **OFFICER COMMENTS**

#### **Principle of Development**

Advertisements are covered by the Advertisement Consent Regulations 2007 and do not require planning permission provided they are properly authorised under the regulations. There are several categories of advertisement that have deemed consent. Outside of these categories advertisement consent is required but the LPA can normally only take into consideration amenity and public safety. In a Conservation Area the LPA must pay special attention to the desirability of preserving or enhancing the character or appearance of the area.

Given that the proposed changes are essentially very similar to the established existing arrangement the principle is in effect established. But for a colour change the hanging sign is virtually identical. The lettering to the fascias is similarly proportioned to that used previously and is significantly less in overall amount.

### **Design**

The colour choice is not garish or discordant. The hanging sign has a traditional form and appearance well suited to the historic buildings of the surroundings. The lettering is either painted (hanging sign) or an applied low relief in the case of the fascias.

### **Amenity**

The proportions, colour scheme and projections are all in keeping and well suited to the scale of the building and the character of the location and the heritage of the Conservation Area including Listed Buildings. Therefore no adverse impacts are identified.

### **CONCLUSION / PLANNING BALANCE**

With no objections from the Conservation Officer, being closely similar to the existing signage arrangement on this building and raising no adverse effects for amenity or for heritage nor for public safety the proposal is recommended for approval.

**OFFICER RECOMMENDATION :**     approve

**Case Officer:** Arne Swithenbank

**Recommendation Date:** 10<sup>th</sup> August 2017

X *B.J. Haywood*  
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Signed by: Ben Haywood

**On behalf of Staffordshire Moorlands District Council**