DELEGATED DECISION REPORT

SMD/2017/0753 **Valid 14/11/2017**	**MORRISONS WELL STREET CHEADLE**	**REBRANDING EXTERNAL SIGN WORK INSTALLATION OF 1 X TOTEM POLE** **(ADVERTISEMENT CONSENT)**

MAIN ISSUES

The impact on the character and appearance of the area and residential amenity.

DESCRIPTION OF SITE

The site is on the eastern edge of the town centre of Cheadle and within the development boundary. It comprises a Morrisons supermarket with the access taken off Well Street to the south.

PROPOSAL

This is an Advertisement Consent application for a 5.8m high and 1.6 metre wide internally- illuminated totem sign for Morrisons and includes the green, white and yellow corporate colours and underneath the logo at the top lists the opening times and lists the facilities. This would be placed about halfway between the supermarket car park entrance and the Well Street roundabout on the east side of the access road. It would replace a smaller two-pole green Morrison's non-illuminated sign in the same position.

RELEVANT LOCAL AND NATIONAL PLANNING POLICIES

SMDC Core Strategy Development Plan Document (Adopted 2014)/ High Peak Local Plan (2016)

S01 Spatial Objectives
SS1 Development Principles
SS1a Presumption in Favour of Sustainable Development
DC1 Design Considerations
T1 Development and Sustainable Transport

National Planning Policy Framework

Sections 7 (Design).

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

The same sign was approved for a siting closer to the roundabout last year under SMD/2017/0423. This new application intends to replace this proposal and position it further along the road.

Before the above approval, there have been a number of planning applications at Morrisons and these include Advertisement Consent applications such as 09/00605 which was for a totem sign and approved but appears was never put in place.

CONSULTATIONS

Publicity

Site Notice expiry date: 26.12.17
Neighbour letters expiry date: 13.12.17
Press Notice: N/A

Public Comments

None.

Town / Parish Comments

No objection.

OFFICER COMMENTS

This is a resubmission of an application approved last year for the same sign (replacing an existing sign) but in a different position. The applicant wants to replace a different existing sign further along the road closer to the supermarket car park entrance. It would have the same orientation but would be slightly less prominent in the wider area as it would not be adjacent to the roundabout. It would be further away from the dwellings to the south of the roundabout which would face the previously approved sign. This is an advantage but the new position would be closer to terraced dwellings to the north-east. Despite this, the sign would not directly face the houses and the view from the row of dwellings on the cul-de-sac would be more of the narrow side of the sign structure rather than the adverts themselves. There are several trees in front of the houses which help to screen the sign in any case. The same conditions as the previous approval would be repeated which, amongst other things, restrict the intensity of the illumination of the sign in the interests of the character and appearance of the area and the residential amenities of nearby residents.

CONCLUSION / PLANNING BALANCE

The visual and residential amenities of the area would not be harmed by the new positioning of the sign under this resubmitted Advertisement Consent application.

OFFICER RECOMMENDATION : APPROVE

Case Officer: Chris Johnston
Recommendation Date: 8.1.18

X B.J. Haywood

Signed by: Ben Haywood

On behalf of Staffordshire Moorlands District Council