DELEGATED DECISION REPORT

SMD/2017/0538	**53 55 DERBY STREET**	**FASCIA SIGN AND**
Valid 01/09/2017	**LEEK**	**PROJECTOR**
		(ADVERTISEMENT CONSENT)

MAIN ISSUES

- Design, visual appearance and impact upon the character of the surrounding area (town centre and Conservation area);
- Highway safety.

DESCRIPTION OF SITE

The application site is the TUI travel agency store, Derby Street Leek, formally known as 'Thomson.' The application is made as a result of the business undergoing a rebranding phase. The application site is located within Leek Town Centre (Development Boundary) and Leek Conservation Area. The shop currently has unauthorised signs, this application is made to rectify the situation.

PROPOSAL

This is an advertisement consent application for the erection of a fascia and projecting sign. The package of plans also shows the intention of adding a window vinyl and various signs inside the shop. The fascia sign would be made from timber, have a molded surround and be painted blue. It would be lit by a downwards facing trough light with the TUI brand (name and logo) in red coloured acrylic lettering. The projecting sign would also be made from timber, carry the TUI brand, be painted blue and would be hung to the wall by an ornate fixing which would also incorporate the external trough lighting system.

RELEVANT LOCAL AND NATIONAL PLANNING POLICIES

Core Strategy Development Plan Document (Adopted 2014)

SS1	Development Principles
SS1a	Presumption in Favour of Sustainable Development
TCR1	Development in the Town Centres
DC1	Design Considerations
DC2	The historic Environment
T1	Development and Sustainable Transport

National Planning Policy Framework

Paragraph(s) 1 to 17
Section(s)
4: Promoting sustainable transport
7: Requiring good design
12: Conserving and enhancing the historic environment

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

SMD/1994/1046	New shopfront. Approved.
SMD/1994/1047	Illuminated fascia sign. Approved.
SMD/2004/0025	Lunn Poly Illuminated fascia sign. Approved.

CONSULTATIONS

Publicity
Site Notice expiry date: 27/10/17
Neighbour consultation period ends: 11/10/17
Press Advert (Leek Post and Times) expires: 25/10/17.

Public Comments: None received.

Conservation officer (SMDC): No objections to the amended plans. No conditions are recommended.

Leek Town Council: Recommend approval and comment that the application is not unneighbourly.

Minerals (SCC): The County Council as the Mineral and Waste Planning Authority has no comments on this application as the site is:

- Not within or near to any permitted waste management facility; and
- Exempt from the requirements of Policy 3 – Mineral Safeguarding in the Minerals Local Plan for Staffordshire 2015 – 2030.

Staffordshire County Council Highways: No objections on highways grounds subject to condition and informative.

OFFICER COMMENTS

Principle of Development
The application site is located within the Leek Town Development Boundary and Conservation Area. As this is an advertisement consent application the matters to consider are those of design/visual impact upon the character and appearance of the surrounding area (town centre/Conservation Area) and highway safety. The Core Strategy and National Planning Policy Framework (NPPF) are to be taken into consideration. Paragraph 67 of the NPPF specifically relates to the display of

advertisements stating that 'poorly placed advertisements can have a negative impact on the appearance of the built and natural environment.'

Design
Since the application was submitted the design/appearance of the signs has changed. The initial scheme was for an internally illuminated box fascia sign and an internally illuminated box projecting sign. As the site is within a Conservation Area the applicant was advised that the proposal was not acceptable and that if any illumination was proposed it should only be external lighting. The amended scheme now includes external trough lighting which is more acceptable for a Conservation Area setting. There are now no objections to the appearance of the signs, the colour scheme of blue, red, black and white together with their sizes and positioning on the shop frontage results in a development which is visually acceptable.

Highway Safety
Neither the fascia nor the projecting sign raise any objections in terms of impact upon highway safety. The County Highways officer has assessed the application and raises no objections to it subject to a lighting condition. The officer recommends that an informative is added to the decision notice (if approved) requiring the owner of the premises to take responsibility for the fixtures and fittings associated with the sign and be liable for future maintenance and any claims relating to the sign.

CONCLUSION / PLANNING BALANCE

There are no objections to the fascia or projecting sign. Neither sign raises any design or visual impact objections and the County Highways officer raises no objections.

OFFICER RECOMMENDATION : Conditional approval.

Case Officer: Lisa Jackson
Recommendation Date: 23/2/18

X B.J. Haywood

Signed by: Ben Haywood

On behalf of Staffordshire Moorlands District Council