DELEGATED DECISION REPORT

SMD/2018/0206 **SMD/2018/0207** **Valid 05/04/2018**	**47 HIGH STREET** **CHEADLE**	**ADVERTISEMENT CONSENT AND LISTED BUILDING CONSENT FOR SINGLE 500MM DIA' SURFACE MOUNTED SIGN**

MAIN ISSUES

The impact on the character and appearance of a listed building.
The impact on the character and appearance of a Conservation Area.

DESCRIPTION OF SITE

The site is on the south side of Cheadle High Street in the town centre and is within a Conservation Area. It comprises a red-brick Victorian building which is Grade II listed. It is currently occupied by Boots. It faces the High Street to the north-west. It is surrounded by other buildings with a mix of styles. There is a passage down the south-west side with access to other buildings (one of which is occupied by Citizens Advice Bureau) and also car parks.

PROPOSAL

An Advertisement Consent and Listed Building Consent applications have been submitted by the Citizens Advice Bureau to put a round metal sign on the side of the Boots building to help direct people from the High Street to the Citizens Advice Bureau to the rear of the site. The sign would have a diameter of 500mm and would have a white logo on a blue and white background. It would be placed between 1.8 and 1.95 metres above the ground level.

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
SS5b Cheadle Area Strategy
TC1 Town Centres
DC1 Design Considerations
DC2 The Historic Environment

National Planning Policy Framework

Section 7 (Design) and 12 (Historic Environment).

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

None relevant.

CONSULTATIONS

Publicity

Site Notice expiry date: 24.5.18
Neighbour consultation period ends: 24.5.18
Press Advert: 16.4.18

Public Comments

None.

Town / Parish Comments

No objection.

Conservation Officer

No objection

OFFICER COMMENTS

The building already has signs for Boots on the frontage and there is a red rectangular sign for the Army Cadets on the side of the building which would be next to the proposed sign and which is larger and more prominent. Although there is another sign on the side elevation, the proposed sign due to its size, design and colouring would be less visually intrusive than all the other signs on the building and would not amount to a harmful proliferation of signs to the extent that the current appearance of the listed building would be unduly harmed. In this respect, the character of the Conservation Area also would not be harmed.

CONCLUSION / PLANNING BALANCE

The proposed sign would not conflict with the NPPF or local policies which seek to protect the character and appearance of the area and the historic environment and therefore Advertisement Consent and Listed Building Consent should be granted.

OFFICER RECOMMENDATION : APPROVE ADVERT CONSENT AND LBC

Case Officer: Chris Johnston
Recommendation Date: 25.5.18

X 

Signed by: Ben Haywood

On behalf of Staffordshire Moorlands District Council