

DELEGATED DECISION REPORT

SMD/2018/0042
Valid 24/01/2018

MORRISONS STORES PLC
NEWCASTLE ROAD
LEEK

REBRANDING EXTERNAL
SIGNAGE

(ADVERTISEMENT CONSENT)

MAIN ISSUES

- Neighbour amenity
- Design appearance

DESCRIPTION OF SITE

Part commercial / part residential location at four-road mini-roundabout junction on main Newcastle Road from Leek. Petrol garage to one side (north) occupying corner position and accessed off Burton Street, main store car park and, set back, main store to the other side (south), again corner site, accessed off Junction Road. Private residences overlook the petrol garage from the east side of Burton Street in particular 1 Hampton Court and 16 and 18 Burton Street. Installation of the signage was underway at the time of the case officer site visit

PROPOSAL

Rebranding external signage with 6 motif boxes, a totem sign and high level car wash fascia panel signs. Materials: aluminium, acrylic and 'foamex'. Various designs typically white letters with yellow tree motif, others green letters on white background, car wash – white letters on green back ground

The application states: light spillage – there will be minimal if any light spillage as all of the light will be contained within the sign casing.

Hours of illumination – the hours of illumination are stated as “negotiable” but that “they will be illuminated for the hours that the store is open”.

Light Levels – Maximum 600 candelas/ m²

Column Heights – not applicable

Specification and colour treatment for lamps and luminaries – illumination is either by white LEDs

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

T1 Development and Sustainable Transport

National Planning Policy Framework

Paragraph(s) 1 to 17

Section(s) 7 – Requiring Good Design

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

08/01044/ADV – Internally illuminated freestanding sign, kiosk fascia and non illuminated car wash fascias – approved

05/01044/ADV – Illuminated petrol filling station totem sign – approved

05/00336/ADV – Illuminated replacement signs – approved

01/00285/ADV – Advertisement consent for banner signs – approved

CONSULTATIONS

Publicity

Site Notice expiry date: 26th February 2018

Neighbour consultation period ends: 15th February 2018

Press Advert: N/A

Public Comments

Occupiers of 1 Hampton Court: several concerns; have experienced a number of issues with Morrison's Signage back to 2005 (previously raised with SMDC Planning

Firstly, the height of the new TOTEM POLE will be 4 metres. When Morrison's took Safeway over, they installed an horrendous Totem Pole standing at approximately 6.35 metres (ME/05/01044/ADV). We fought to have this reduced in height to a more acceptable one in 2005.

Secondly, another big concern is the application for an ILLUMINATED CAR WASH SIGN ON THE SIDE OF BURTON STREET. When Morrison's submitted an application in June 2008 (LG/08/01044/ADV), this quite clearly states a NON ILLUMINATED one. Despite this they initially installed an ILLUMINATED one.

the light generated by this Sign was so dazzling it lit up the drive of the Petrol Station, the road in Burton Street, the front & side of our house & also that of our neighbour (No 2 Hampton Court) & also our house internally. My Partner also mentioned that the bottom house in Burton Street which was unoccupied at the time, was also probably affected by the light. Fortunately Morrison's removed the Illuminated Sign & replaced this with just normal signage.

Thirdly, regarding this original application no. for the Car Wash, this also referred to the Kiosk Fascia. Morrison's had installed an ILLUMINATED sign here on Burton Street side, on the Gable end. They'd not had permission for this before & if my memory serves me correctly, there wasn't a sign on the Gable end when Safeway owned the store. Luckily Morrison's disconnected power to the Sign so it hasn't been a problem for several years. Lastly, all Illuminated Signage at the Store should be turned off after close of Business. Will this be the case with the new Signage please?

To recap, would you kindly confirm that the height of the new Totem Pole won't exceed the height of the existing one, that the Car Wash Sign will be NON ILLUMINATED on the side of Burton Street, the Sign on the Gable end of the Kiosk on Burton Street will remain switched off & finally all Signs will be switched off after close of Business.

As you can appreciate, as our house stands on an elevated plot directly overlooking the Petrol Station, Illuminated signage is the last thing we need. It's bad enough having the top of the Totem Pole raising above the height of our conifer hedge!

Further object (no details from the occupier of 2 Hampton Court.

Town / Parish Comments

Leek Town Council – none received

Environmental Health

Lighting: This is relatively a like-for-like replacement but there are concerns from some properties that the lights have previously caused amenity issues. As there is relatively a high level of ambient light (highway and existing commercial lighting) in the vicinity of the store then a condition requiring no increase in luminance might not provide the protection for night time amenity which residents seek. It would be advisable on consideration of all aspects of the proposal that the lights are set on timers (specifically those impacting residential properties). If all proposed lights are required for all night operation then a comprehensive light impact assessment should be undertaken, alternatively a lighting up condition relating to daytime amenity hours 07:00 to 23:00 or store hours might be imposed on any permission granted.

It maybe advisable to consult with the Highways Authority as some lights are adjacent to the highway.

Suggested condition: lighting “should be conditioned according to daytime amenity or store opening hours e.g 07:00 to 23:00 or 30mins before and after store closure.”

OFFICER COMMENTS

Principle of Development

Acceptable in principle being at a commercial retail location within the town development boundary and given the previous approvals.

Store hours are currently advertised on the website as 7am – 10pm daily except Sunday 10am til 4pm and Petrol Station 6am to 10pm daily except Sunday 9.00am – 8pm.

Design

In design the proposals are found relatively sensitive and certainly not brash or over-dominant. The dark green colour theme may be found significantly more pleasing

than the previous slightly garish yellow. The proposed signs are very similar in scale to the previously approved signage and proportionate to the buildings.

Amenity

The main consideration and a potential concern is the impact on residential amenity. Examination of past planning consents seems to show that illumination of the outward fascia of the car wash has been resisted. This has been raised with the agent who has responded: "Having checked from previous application / speaking with the contract manager we will not illuminate this." It is proposed that this should therefore be restricted by condition. A specific concern from residents about the easterly gable mounted sign on the petrol station (sign 7 ref S2b) facing Burton Street has also been raised with the agent who has again confirmed that this also will be non-illuminated.

Highway Safety

Not formally consulted on this occasion – no significant variance from existing arrangements from 2008 consent when no objections.

CONCLUSION / PLANNING BALANCE

The overall scheme is found sympathetic to the location and generally moderate in its impacts. Subject to condition to limit hours of illumination and to have no illumination of the easterly / Burton Street facing car wash sign the scheme is recommended for approval.

OFFICER RECOMMENDATION : approve

Case Officer: Arne Swithenbank

Recommendation Date: 20th July 2018

X *B.J. Haywood*

Signed by: Ben Haywood

On behalf of Staffordshire Moorlands District Council