

## **DELEGATED DECISION REPORT**

**SMD/2018/0405**  
**Valid 31/07/2018**

**82-84 High Street**  
**Cheadle**

**THE RETENTION OF AN  
AUTOMATED TELLER  
MACHINE AND ADVERT.  
(Advertisement Consent &  
FULL - MINOR)**

### **MAIN ISSUES**

- Public Amenity
- Public Safety
- Impact on a Heritage Asset (Cheadle Town Conservation Area)

### **DESCRIPTION OF SITE**

A small ATM is located within the glass window of a full length shop frontage on a convenience store premises in Cheadle High Street. There are various appropriately sized signs and adverts displayed in association with the cash machine.

### **PROPOSAL**

Planning permission is sought for the development consisting of the installation of the ATM and advertisement consent is sought for the adverts that have been displayed.

### **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

DC1 Design Considerations

DC2 Historic Environment

T1 Development and Sustainable Transport

NPPF (24<sup>th</sup> July 2018)

Section 16 “conserving and enhancing the natural environment”

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

None Relevant

### **CONSULTATIONS**

**Publicity**

Site Notice expiry date: 25/09/18

Letters of notification sent to numerous high street properties: 3<sup>rd</sup> Aug 2018

Press Advert: 15/08/2018

### **Public Comments**

None Received

### **Town / Parish Comments**

Cheadle Town Council: No objection

### **Staffordshire County Council Highways**

No Objection

### **Staffordshire Police**

No Objection

### **Conservation Officer**

Several windows are already masked off with film carrying illustrations. The cash machine has replaced one of these windows and is set into the window recess. I don't consider that this installation is any more harmful than what was there before. No objections subject to lighting levels not being excessive.

### **OFFICER COMMENTS**

The cash machine is small and sits relatively innocuously within the existing display of a shop front window. It sits within the context of other commercial properties and displays. Its impact on the overall external appearance of the building, when considered as a whole, is limited to the extent that it is questionable as to whether planning permission is actually required at all. It follows therefore, that there are no adverse impacts on the character and appearance of the locality.

With respect to the impacts that the development might have on the nearby "Heritage Asset", in this case the Cheadle Town Conservation Area, within which the ATM is located – the Conservation Officer describes the impact as being neutral "No worse than the pre existing shop window display". Clearly then the public benefits of providing town centre facility and the economic benefits of business diversification weight considerations firmly in favour.

The small internally illuminated adverts are small and appropriate in their relationship with the facility itself, they do not dazzle, distract or obstruct the view of users of the highway – there is no harm to public amenity or safety. It is noted that the highway authority raise no objection to the development.

### **CONCLUSION / PLANNING BALANCE**

Planning Permission and Advertisement Consent should be granted because the development and advert display present public and economic benefit without harming the Conservation Area.

**OFFICER RECOMMENDATION :    APPROVE**

**Case Officer: Ben Hurst**

**Recommendation Date: 25/09/2018**

X   

---

Signed by: Jane Colley

**On behalf of Staffordshire Moorlands District Council**