DELEGATED DECISION REPORT

SMD/2020/0473 **Valid 14/09/2020**	**BLYTHE BRIDGE HIGH SCHOOL CHEADLE ROAD BLYTHE BRIDGE**	**ADVERTISTMENT CONSENT - BLUE PLASTIC FACIA WITH BRUSHED STEEL LETTERS 15000MM LONG 1200MM HIGH** **(ADVERTISEMENT CONSENT)**

MAIN ISSUES
Considerations affecting public safety and amenity, in accordance with the provisions of the NPPF.

DESCRIPTION OF SITE
A parapet line across the top edge of the brick end/side elevation that faces the A521 Cheadle Road adjacent to the access.

PROPOSAL
The 15m long sign with individual steel lettering has already been installed and is in place. 'Blythe Bridge High School' appear is a linear scroll across the top edge of this building. The individual steel letters against the dark blue background.

CONSULTATIONS

Publicity
Site Notice expiry date: 13th Nov 2020
Neighbour consultation period ends: 13th Nov 2020
Press Advert: N/A

Public Comments
None

Town / Parish Comments
Forsbrook Parish Council: Awaited

OFFICER COMMENTS
The advert is already in place. It provides smart signage that compliments and lifts the blank end elevation of the building. It sits across the parapet top edge of the building in a location that appears purpose made for signage. The end of the building and the signage have appropriate proximity to the main entrance and the font and colour scheme tie in with the colour of the gates and other ground level signage. The sign is not illuminated. There are no adverse impacts on public amenity.

There are no adverse impacts on public safety. The sign is non illuminated and not within the natural eye line of motorists. It is set well back from the highway at high level it should not distract pedestrians or motorists negotiating the highway. They present no harm to public safety.

CONCLUSION / PLANNING BALANCE

The advertisement display does not adversely affect public safety or amenity.

OFFICER RECOMMENDATION : APPROVE

Case Officer: Ben Hurst
Recommendation Date: 15/11/2020

X B.J. Haywood

Signed by: Ben Haywood

On behalf of Staffordshire Moorlands District Council