STAFFORDSHIRE
moorlands
DISTRICT COUNCIL
ACHIEVING · EXCELLENCE

Mr Julian Hickson
Bennett Brooks Chartered Accountants
Staffordshire Probation Service Building
Cross Street
Leek
ST13 6BL

Application no: SMD/2020/0556

Determined on: 04/01/2021

Town and Country Planning Act 1990
Planning and Compensation Act 1991
Town and Country Planning (Control of Advertisement) (England) Regulations 2007
(as amended)

REFUSAL OF CONSENT TO DISPLAY AN ADVERTISEMENT

Location of Development:
Staffordshire Probation Service Cross Street Leek Staffordshire ST13 6BL

Description of Development:
Advertisement Consent for a non illuminated monolith sign made from aluminium composite

In pursuance of their power under the above mentioned Act, Staffordshire Moorlands District Council Planning Authority, **HEREBY REFUSE CONSENT** for the display of advertisements described above in accordance with plans ref:

Location PLan
Site Plan
64677 1-3

The proposed sign, by virtue of its size, scale and height, is overly large for its location making it at odds with the character and appearance of the street scene. The dominant scale and form of the proposed sign and its resulting prominence, as well as bringing visual harm to character and appearance of the local street scene, would be harmful to the setting of the adjacent Leek Conservation Area and to the setting of the nearby Listed Buildings, contrary to Policies SS1, SS5, DC1, DC2 and DC3 of the Staffordshire Moorlands Local Plan 2020 and paragraph 132 of the National Planning Policy Framework.

Informative
The proposal in this location with this scale and form would not improve the environmental conditions of the area nor does it comply with the development plan and it therefore does not comprise sustainable development. The applicant was invited to address the issues of concern

but has not responded. With no amendments submitted and with no conditions which could reasonably have been imposed, which could have made the development acceptable it was therefore not possible to approve the application. The Local Planning Authority has nonetheless met the requirement in Paragraphs 38 of the National Planning Policy Framework.

X

Signed by: Jane Colley Signature

On behalf of Staffordshire Moorlands District Council

NOTES

1. If you are aggrieved by the decision of your local planning authority to refuse permission for the proposed development or to grant it subject to conditions, then you can appeal to the Secretary of State under section 78 of the Town and Country Planning Act 1990.

2. If the decision to refuse planning permission is for a householder application, and you want to appeal against your local planning authority's decision then you must do so within 12 weeks of the date of this notice.

3. If this is a decision to refuse planning permission for a minor commercial application, and you want to appeal against your local planning authority's decision then you must do so within 12 weeks of the date of this notice.

4. If this is a decision to refuse express consent for the display of an advertisement, if you want to appeal against your local planning authority's decision then you must do so within 8 weeks of the date of receipt of this notice.

5. If you want to appeal against your local planning authority's decision for any other type of development, including listed building consents then you must do so within 6 months of the date of this notice Appeals must be made using a form which you can get from the Secretary of State at Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN (Tel: 0303 444 5000) or online at https://acp.planninginspectorate.gov.uk

6. The Secretary of State can allow a longer period for giving notice of an appeal, but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal. The Secretary of State need not consider an appeal if it seems to the Secretary of State that the local planning authority could not have granted planning permission for the proposed development or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order.

7. If either the local planning authority or the Secretary of State refuses permission to develop land or grants it subject to conditions, the owner may claim that he can neither put the land to a reasonably beneficial use in its existing state nor render the land capable of a reasonably beneficial use by the carrying out of any development which has been or would be permitted. In these circumstances, the owner may serve a purchase notice on the Council (District Council, London Borough Council or Common Council of the City of London) in whose area the land is situated. This notice will require the Council to purchase his interest in the land in accordance with the provisions of Part VI of the Town and Country Planning Act 1990.