

DELEGATED DECISION REPORT

SMD/2021/0192
Valid 07/04/2021

ROEBUCK INN
18 DERBY STREET
LEEK

ADVERTISEMENT CONSENT
FOR INSTALLATION OF CAR
PARK MANAGEMENT SYSTEM
(ANPR SYSTEM AND
ASSOCIATED SIGNAGE)

(ADVERTISEMENT CONSENT)

MAIN ISSUES

- Impact on amenity.
- Impact on public safety.

DESCRIPTION OF SITE

The application site comprises the surface car park associated with the Roebuck Inn. The car park is located to the rear of the public house and is accessed via Haywood Street (the A53) to the south.

The application site is located in the Development Boundary of Leek, within Leek Conservation Area and within Leek town centre. The public house is Grade II listed, whilst the adjacent Natwest bank is also Grade II listed.

PROPOSAL

Advertisement consent is sought for the installation of signage in association with a number plate recognition management system to the car park, due to issues with non-patrons using the car park.

Revised plans were received during the course of the application due to concerns that the number of wall mounted signs was excessive. The revised plan has reduced the number of wall mounted signs from 5 to 2.

The proposed adverts include:

- 2no. non-illuminated wall mounted signs measuring 600mm x 800mm to be located on the northern and eastern boundary walls of the existing car park;
- 1no. 600mm x 800mm non-illuminated sign attached to a 4 metre high proposed camera column, with the bottom positioned 2.1 metres above ground level; and
- 1no. 600mm x 800mm non-illuminated sign attached to a 2.8 metre high pole, with the bottom positioned 2.1 metres above ground level at the entrance to the car park.

RELEVANT LOCAL AND NATIONAL PLANNING POLICIES

Staffordshire Moorlands Local Plan (Adopted Sept 2020)

SS1 Development Principles
1a Presumption in Favour of Sustainable Development
SS2 Settlement Hierarchy
SS5 Leek Area Strategy
DC1 Design Considerations
DC2 The Historic Environment
T1 Development and Sustainable Transport

National Planning Policy Framework

Paragraph(s) 1 - 14
Section(s) 4, 12, 16

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

SMD/2021/0162	LBC – Installation of car park management system (ANPR system) Pending determination
SMD/2021/0191	Full permission for car park management system Approved 02/06/2021

CONSULTATIONS

Publicity

Site Notice expiry date: 14/05/2021
Neighbour consultation period ends: 12/05/2021
Press Advert: 23/04/2021

Public Comments: One comment was received that raised no objection to the use of ANPR on the car park, but they questioned whether someone dropping a patient off at the rear of their dental practice will be fined if they turned their vehicle around in the car park. **Planning Officer comment:** This is not a planning consideration. The neighbour is advised to speak to the public house regarding how the system will operate.

Severn Trent Water: No objection to the proposals and do not require a drainage condition to be applied.

SCC Highways: No objections on highways grounds to the proposals. Signs are within the site and none are illuminated.

Conservation Officer: This is a prominent site with open views from Haywood Street through to The Roebuck and a roofline of Trinity Church and a jumble of roofs and chimneys. Any equipment needs to be discrete and muted in colour. There is no

doubt that the size and amount of signage proposed is excessive given this sensitive location and the small size of the car park. The proposed infrastructure needs to be drastically reduced, more sensitively designed, and we need photo-montages showing the equipment in its location.

OFFICER COMMENTS

Principle of Development

Paragraph 11 of the National Planning Policy Framework (NPPF, 2019) promotes a 'presumption in favour of sustainable development'. For decision takers this means (c) approving development proposals that accord with an up-to-date development plan without delay; or (d) where there are no relevant development plan policies, or the policies which are more important for determining the application are out-of-date, granting permission, unless: i) the application of policies in the Framework that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or ii) any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in the Framework taken as a whole.

Paragraph 8 of the NPPF (2019) identifies three dimensions to sustainable development as being economic, social and environmental. In accordance with policies SS1 and 1a of the Staffordshire Moorlands Local Plan, the Council will expect all new development to make a positive contribution towards the sustainability of communities and to protecting, and where possible, enhancing the environment. When considering development proposals, the Council will take a positive approach that reflects the presumption in favour of sustainable development contained in the NPPF (2019).

The application site is located within the Development Boundary of Leek; a 'town' as identified by Local Plan policies SS2 and SS5. The Leek Area Strategy supports the retention and growth of existing businesses within the town and encourages the management of car parking to support the role of Leek as a destination for shopping, employment, entertainment and tourism without leading to congestion of the town centre.

The proposal is for the installation of signage in conjunction with a vehicle number plate management system to an existing private car park belonging to a public house located in the town centre of Leek. The public house has been affected by people using the car park that are not patrons of the public house, resulting in patrons not being able to park. The vehicle number plate management system is therefore hoped will deter the unauthorised use of the car park and support the existing public house. It is therefore considered that the principle of the development will meet the aims of the Leek Area Strategy.

Amenity & Public Safety

Paragraph 132 of the NPPF (2019) outlines that *'the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent*

process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts’.

Local Plan policy DC1 and paragraph 127(f) of the NPPF (2019) seek to secure development that protects amenity, including residential amenity, in terms of satisfactory daylight, sunlight, outlook, privacy and soft landscaping.

Public Safety

The Highways Engineer has assessed the application and raises no objection on public safety grounds. He notes that the signs will be contained within the site and are non-illuminated. The nearest sign will be sited approximately 60 metres from the public highway with intervening lighting columns sited between the two.

Neighbouring Amenity

A row of terrace properties are sited to the west of the car park that contain a mix of residential properties, commercial properties or commercial properties with residential flats to the first floor. To the northwest is Trinity Church, to the north is the public house and to the northeast are other town centre retail/commercial uses. To the south is the car park serving Aldi.

Whilst residential properties are located to the west of the application site, due to the scale of the proposed signage with none proposed to be illuminated, it is not considered that they will adversely affect the amenity of these properties.

Visual Amenity

The application site is located within Leek Conservation Area. The public house is a Grade II listed building, whilst the adjacent Natwest bank is also Grade II listed.

Policy DC2 states that the Council will safeguard and where possible, enhance the historic environment by resisting development which would harm or be detrimental to the special character and historic heritage of the District's towns and villages and those interests of acknowledged importance; promoting development which sustains, respects or enhances buildings and features which contribute to the character or heritage of an area; and preventing the loss of buildings and features which make a positive contribution to the character or heritage of an area through appropriate re-use and sensitive development.

Paragraph 193 of the NPPF (2019) states that when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.

Paragraph 194 of the NPPF (2019) states any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification.

The proposed development will involve the erection of 4no. signs measuring 600mm x 800mm each. 2no. signs will be sited on poles that were approved by application SMD/2021/0161, whilst 1no. sign will be mounted to the wall of the public house to the north and 1no. sign will be mounted to the wall of the Natwest bank to the east. A variety of signage is visible within the existing car park and the surrounding area due to the application site forming part of Leek town centre. Similar parking signage is erected on poles and lighting columns within the adjacent Aldi car park.

The Conservation Officer raised concern regarding the amount of signage proposed and its effect on the visual amenity of the Conservation Area and the adjacent Listed Buildings. The amount of signage has therefore been reduced from 7 signs to 4 and is now considered to be proportionate to the size of the car park. Due to the minimal scale of the proposed signs it is not considered to visually harm the significance of the Conservation Area or the setting of the adjacent listed buildings. The proposed development is therefore considered to comply with policy DC2 of the Local Plan (2020) and the NPPF (2019).

CONCLUSION / PLANNING BALANCE

For the reasons outlined above, the proposed development is considered to accord with the relevant policies contained in the Staffordshire Moorlands Local Plan (2020) and the NPPF (2019). As such the application is recommended for approval.

OFFICER RECOMMENDATION: APPROVE subject to Conditions

Case Officer: Ailsa Berry

Recommendation Date: 04/06/2021

X 

Signed by: Jane Colley Signature

On behalf of Staffordshire Moorlands District Council