

Tittesworth Water Visitor Centre

PLANNING, DESIGN AND ACCESS
STATEMENT

Replacement Entrance Signs

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01 Introduction

Severn Trent Water

Severn Trent Water Limited (STWL) is a regulated business with statutory responsibilities for the provision of clean water and wastewater removal to over 4.3 million homes and businesses across the heart of the UK, stretching from the Bristol Channel to the Humber all the way to Shropshire and the East Midlands.

Severn Trent also has 10 reservoir sites, open to the public, within the Severn Trent region and two further sites in the Hafren Dyfrdwy region in Wales. These sites enable customers to explore the countryside and nature.

Scope of Project/Background

This document has been prepared on behalf of STWL to support the application seeking advertisement consent for two replacement signs at the entrance to Tittesworth Water Visitor Centre.

This application should be read alongside the following plans and documents:

- 125308 _003 Location Plan
- 125308 _006 Signs as Existing
- 125308 _011 Signs as Proposed
- 125308 _012 Sign Plans

02 Site and Surrounding Area

The application site is situated at the entrance to Tittesworth Water Visitors Centre, which is located at grid reference: Easting – 399401, Northing – 360473. The proposed development falls within the jurisdiction of the Staffordshire Moorlands District Council.

The proposed site is situated within the Churnet Valley Masterplan Boundary and within the Countryside.

The proposed site is situated within the Leekfrith Neighbourhood Plan area. On 6th May 2021, a referendum was held on the plan, where 100 people voted in favour of the plan and 17 people voted against.

The proposed development is situated within flood zone 1, which is at low risk of flooding.

Leek Moors Site of Special Scientific Interest (SSSI) is situated approximately 1.5km to the north east of the proposed site at its closest point. The site is therefore within a SSSI Impact Risk Zone.

The site is not situated within the Peak District National Park, although the boundary of the National Park is situated on the opposite side of the road to the north of the site.

The nearest residential property and listed building is Grade II listed 'Marsh Farmhouse and Attached Outbuildings', located approximately 75m north east of the proposed site. This property is not directly visible from the site given the positioning of intervening hedgerows and trees along the highway, near to the proposed site.

There are currently two existing timber signs with plastic circular images displaying at the entrance to Tittesworth Water Visitors Centre, on an area of amenity grassland. These signs each measure a maximum of 1853mm in width, 237mm in depth and 2968mm in height, as detailed on plan ref: 125308/006 that has been submitted as part of this application. Their appearance is as shown in Figure 1. These signs are proposed to be replaced.



Figure 1 - Existing Sign at Tittesworth Water

Planning history

The application site has the following planning history:

- SMD/2006/0987 - Removal of existing sign clutter; erection of new signs, automatic entrance gates, new gravel path link realigned timber fencing, with associated planting and turf (Approved 19/01/2007)
- SMD/2006/0995 - Erection of two free standing non illuminated signs (Approved 19/03/2008)
- SMD/2012/1186 - 2 timber site entrance signs, 2.45m high, 1.58, wide and 0.2m in the form of a sail 2 timber information signs 2.1m high, 1.3m wide and 0.2m deep situated within the reservoir car park I set of 3 6m flag poles within the car park for hanging banners, 3m long and 1m wide (Approved 14/02/2013)

03 The Development Proposal

Severn Trent is looking to erect two new signs at the entrance to Tittesworth Water, to replace the two existing signs in the same location. The new signs are required to bring the signs up to date, in line with Severn Trent's current brand, thereby making the visitor centre site more readily recognisable.

Amount and Scale

The proposed works comprise the erection of 2 no. identical signs, each measuring a maximum of 1540mm in width, 200mm in depth and 3000mm in height.

The dark blue section of the sign, which forms the majority of the sign, will measure 1400mm in width, 150mm in depth and 3000mm in height.

The orange section of the sign will protrude out of the front elevation by 50mm and between 79mm and 140mm on the left-hand side elevation.

Layout

The proposed signs will be located in the same position as the existing signs and be a direct replacement. The proposed signs will be positioned at the main entrance to Tittesworth Water; one of either side of the entrance road.

The location and orientation of the signs is shown on plan ref: 125308/012, which has been submitted as part of this application.

Appearance

The proposed signs will be constructed from folded aluminum sheeting, which will be mechanically fixed to a mild steel hidden internal support frame, which is concreted into position.

The appearance of the proposed signs is detailed on plan ref: 125308/011, which has been submitted as part of this application. The dark blue colour on the proposed signs will have the CMYK value of C100, M66, Y48, K38. The orange colour will have the CMYK value of C0, M43, Y88, K0.

The signs will not be illuminated.

Landscaping

No landscaping requires removal to facilitate the proposed works.

Access

Access to site will be from the nearest highway to the north. No changes are required to the existing access to facilitate the proposed installation.

Flood Risk/Drainage

The proposed development is situated within flood zone 1, which is at low risk of flooding. Any surface water drainage resulting from the installation of the new signs will naturally infiltrate into the surrounding grassland and wider sewer network within the road.

Ecology

The proposed works are located on an area of existing amenity grassland. There are two existing signs in position, which will be directly replaced. It is therefore not considered that the proposed works would have any undue impact on protected species or their habitats.

Heritage

The nearest listed building is Grade II listed 'Marsh Farmhouse and Attached Outbuildings, located approximately 75m north east of the proposed site.

The proposed signs will directly replace the existing signs and be of a similar scale. It is not anticipated that the new signs will give rise to any adverse impact on the surrounding landscape. In addition, the nearest heritage asset is screened by the intervening hedgerow and tree planting along the highway. The proposed signs will therefore not have any impact on the nearest heritage asset or its setting.

04 Planning Policy

Applications for advertisement consent are considered against the statutory requirements of S.220 of the Town and Country Planning Act 1990 (as amended). The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 confirms that a local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account:

- a) The provision of the development plan, so far as they are material; and
- b) Any other relevant factors.

The development plan material to the proposal consists of:

- Adopted Staffordshire Moorlands Local Plan (September 2020)
- Leekfrith Neighbourhood Plan – Referendum Version (May 2021)

In addition to the Development Plan, applications should also have regard to the National Planning Policy Framework (NPPF) and National Planning Practice Guidance (NPPG), which are material considerations in any determination.

Adopted Staffordshire Moorlands Local Plan (September 2020)

The following policies from the Adopted Staffordshire Moorlands Local Plan are considered relevant to this application:

Policy SS 1: Development Principles

The Council will expect the development and use of land to contribute positively to the social, economic and environmental improvement of the Staffordshire Moorlands in terms of delivering, in partnership with other agencies and services:

- a mix of types and tenures of quality, affordable homes, to meet the needs and aspirations of the existing and future communities
- quality local services, including provision for education, healthcare, leisure, community, cultural and tourist facilities in response to anticipated population change and visitor numbers;
- easy access to jobs, shops and transport services by all sections of the community;
- increased economic prosperity and opportunities for employment and greater local capacity with an educated, skilled and flexible workforce;
- a healthy, safe, attractive, active, well-designed and well-maintained environment;
- development which maintains the locally distinctive character of the Staffordshire Moorlands, its individual towns and villages and their settings;
- development that is undertaken in a way that protects and enhances the natural and historic environment of the District and its surrounding areas, including the Peak District National Park, both now and for future generations.

- support development which secures high quality, sustainable environments, efficient and effective use of resources and contributes effectively to tackling climate change and reduced carbon emissions.

All proposals for development will be considered in the context of the District-wide Spatial Strategy and with regard to both its direct and indirect cumulative impact over the longer term. New development will make effective use of land and the best use of previously developed land and buildings.

POLICY SS 10: Other Rural Areas Strategy

The other rural areas comprise the countryside and the green belt outside of the development boundaries of the towns and larger villages and the open countryside surrounding the smaller villages.

These areas will provide only for development which has an essential need to be located in the countryside, supports the rural diversification and sustainability of the rural areas, promotes sustainable tourism or enhances the countryside. The Council and its partners will achieve this through the following actions:

1. Meet housing requirements and specific needs by:
 - Restricting new build housing development in the countryside to that which has an essential need to be located in the countryside in accordance with Policy H 1;
 - Allowing the conversion or replacement of an existing rural building in accordance with Policy H 1;
 - Allowing extensions or additional domestic outbuildings to existing dwellings provided they are appropriate in scale and design and do not have a detrimental impact on the existing dwelling and the character of the rural area. The Council will assess schemes having regard to the original dwelling, in cases where cumulative change has occurred;
 - Allowing suitable development which would secure the future conservation of a heritage asset in accordance with Policy DC 2;
 - Allowing rural exceptions housing (in accordance with Policies H 1 and H 3);
 - Allowing community facilities where that need cannot be met in a settlement within the hierarchy. In such cases the development should be in a sustainable location close to an existing serviced settlement.
2. Sustain the rural economy by:
 - Enabling the limited expansion or development of business for employment uses where a rural location can be justified
 - Supporting the diversification of existing farm enterprises
 - Supporting the development of appropriate ICT and new means of communications to enable homeworking and small businesses reliant on e-technology;
3. Enhance and conserve the quality of the countryside by:

- Giving priority to the need to protect the quality and character of the area and requiring all development proposals to respect and respond sensitively to the distinctive qualities of the surrounding landscape;
 - Limiting uses which generate a substantial number of regular trips in areas that are not well served by public transport;
 - Ensuring renewable energy schemes are of an appropriate scale, type and location;
 - Recognising and conserving the special quality of the landscape in the Peak District National Park (in accordance with Policy DC 3);
 - Encouraging measures which protect and enhance the biodiversity, geological resources and heritage of the District.
4. Regenerate underused major developed areas in the countryside including:
- Bolton Copperworks, Froghall and Anzio Camp, Blackshaw Moor (in accordance with policies DSR 5 and DSR 6).
 - Development of these areas shall be complementary to and not undermine the role of the towns and larger villages nor shall it undermine wider strategic objectives. It shall also avoid or minimise environmental impacts and congestion and safeguard and enhance natural and cultural assets.
 - Facilitating the appropriate redevelopment of other major developed areas where the proposed development brings positive benefits to the area and any resultant environmental or highways concerns could be adequately addressed and minimised. Such proposals will be expected to provide supporting information that demonstrates clearly that the redevelopment will complement the overall development strategy for the District.
5. Enhance tourist opportunities by:
- Supporting sustainable tourism developments and measures in the Churnet Valley in accordance with Policy SS 11 and the Churnet Valley Masterplan SPD;
 - Allowing for small-scale tourism developments in other areas (in accordance with policy E 4);
 - Establishing strong linkages between recreational and tourist resources;
 - Recognising and developing the close linkages to the Peak District National Park.
6. Maintain the Green Belt within Staffordshire Moorlands. Strict control will continue to be exercised over inappropriate development within the Green Belt allowing only for exceptions as defined by Government policy.

Any development proposal that might have the potential to affect a European or Ramsar Site must itself be subject to appropriate assessment.

Policy SS 11: Churnet Valley Strategy

The Churnet Valley is identified as an area for sustainable tourism and rural regeneration. The Churnet Valley Masterplan provides a comprehensive framework for development in the Churnet Valley and development should be in accordance with the Masterplan. Within this area particular support will be given to the following forms of development and measures:

- short stay and long stay visitor accommodation;

- the expansion of existing tourist attractions and facilities and the provision of compatible new tourist attractions and facilities;
- measures to enhance, protect and interpret the landscape character and heritage assets of the Churnet Valley;
- measures to remediate and restore derelict land, buildings and features including the appropriate redevelopment of sites;
- actions to protect and enhance the biodiversity of the valley, including the maintenance, buffering and connection of designated sites and actions to mitigate climate change.
- measures that support and integrate the heritage transport infrastructure of the valley, sympathetically with enhancing and developing links to strategic footpaths, cycle and horse riding routes.
- measures to improve connectivity and accessibility to and within the Churnet Valley by sustainable transport means having regard to the Green Infrastructure Strategy.

Any development should be of a scale and nature and of a high standard of design which conserves and enhances the heritage, landscape and biodiversity of the area. Strong sustainable development and environmental management principles should also be demonstrated. The consideration of landscape character will be paramount in all development proposals in order to protect and conserve locally distinctive qualities and sense of place and to maximise opportunities for restoring, strengthening and enhancing distinctive landscape features.

Complementary and sensitive highway improvements to access routes and/or measures to support other alternative means of access will be required to serve any developments which generate significant additional demand for travel.

Policy SD 1: Sustainable Use of Resources

The Council will require all development to make sustainable use of resources, and adapt to climate change. This will be achieved by:

1. Having regard to the BMV agricultural classification of the land, with a preference for the use of lower quality over higher quality agricultural land. Development should also aim to minimise soil disturbance and to retain ecological connectivity as far as possible
2. Supporting or promoting proposals that remediate brownfield sites affected by contamination.
3. Re-use of sites affected by mining activity will be supported, provided that any mining legacy is appropriately addressed and it can be demonstrated that the site is safe and stable for the development proposed.
4. Supporting development that is located and designed to minimise energy needs and to take advantage of maximised orientation (subject to design and landscape policies) to achieve energy savings in line with Policy SD 3.
5. The Council will require applicants for all major-scale planning applications (10 or more residential units or 1,000+ square metres floor area) to demonstrate that they have considered the energy efficiency, water conservation, sourcing of construction materials, and site orientation aspects of

the scheme, and where possible the feasibility of integrating micro-renewables. The degree of detail expected will depend on the scale/complexity of the proposal.

6. The Council will encourage developers to investigate the potential for re-using construction or construction waste materials, especially those sourced locally (which can include those minerals available on site, as appropriate) and integrates where possible on-site waste management facilities.

Policy DC 1: Design Considerations

All development shall be well designed and reinforce local distinctiveness by positively contributing to and complementing the special character and heritage of the area in line with the Council's Design Guide SPD. In particular, new development should:

1. be of a high quality and add value to the local area, incorporating creativity, detailing and materials appropriate to the character of the area;
2. be designed to respect the site and its surroundings and promote a positive sense of place and identity through its scale, height, density, layout, siting, landscaping, character and appearance;
3. create, where appropriate, attractive, active, functional, accessible and safe public and private environments which incorporate public spaces, green infrastructure including making provision for networks of multi-functional new and existing green space (both public and private), landscaping, public art, 'designing out crime' initiatives and the principles of Active Design;
4. incorporate sustainable construction techniques and design concepts for buildings and their layouts to reduce the impact of the development;
5. protect the amenity of the area, including creation of healthy active environments and residential amenity, in terms of satisfactory daylight, visual impact, sunlight, outlook, privacy, soft landscaping as well as noise, odour and light pollution;
6. promote the maintenance, enhancement, restoration and re-creation of biodiversity and geological heritage, where appropriate;
7. provide for safe and satisfactory access and make a contribution to meeting the parking requirement arising from necessary car use;
8. require new developments to be well integrated for car, pedestrian and cycle use as well as other sustainable transport links;
9. ensure that existing drainage, waste water and sewerage infrastructure capacity is available, and where necessary enhanced, to enable the development to proceed;
10. ensure, where appropriate, equality of access and use for all sections of the community;
11. be served by high speed broadband (>30mbps) unless it can be demonstrated through consultation with Next Generation Access Network providers that this would not be possible, practical or economically viable. In all circumstances during construction of the site sufficient and suitable ducting should be provided within the site and to the property to facilitate ease of installation at a future date.

Policy DC 2: Historic Environment

1. The Council will conserve and where possible enhance heritage assets, including their setting in a manner appropriate to their significance. This will take into account the desirability of maintaining and enhancing their significance and will ensure that development proposals contribute positively to the character of the built and historic environment.
2. Protection will be given to designated heritage assets and their settings and non-designated heritage assets as set out in the NPPF.
3. All applications likely to affect heritage assets will require the submission of a heritage statement, including a qualitative visual assessment where appropriate.
4. Where development is likely to affect archaeology, both designated and undesignated, the Council requires the submission of a desk based assessment, and where appropriate, field surveys and trench evaluation by a qualified professional.
5. Where the loss of significance is unavoidable, recording should take place and this should be added to the Historic Environment Record as a minimum, held by Staffordshire County Council.
6. The Council will continue its proactive approach to heritage assets at risk and welcomes development proposals which would result in the sympathetic reuse of these assets in line with NPPF policy.
7. The Council will promote development which sustains, respects or enhances buildings and features which contribute to the character or heritage of an area and those interests of acknowledged importance through the use of Conservation Area Appraisals, Design Guidance and Statements, Archaeological Assessments, Characterisation Studies and Masterplanning.

Policy DC 3: Landscape and Settlement Setting

The Council will protect and, where possible, enhance local landscape and the setting of settlements in the Staffordshire Moorlands by:

1. Resisting development which would lead to prominent intrusion into the countryside or have a significant adverse impact on the character or the setting of a settlement or important views into and out of the settlement as identified in the Landscape and Settlement Character evidence;
2. Supporting development which respects and enhances local landscape character and which reinforces and enhances the setting of the settlement as identified in the Landscape and Settlement Character evidence;
3. Supporting developments which conserve or enhance the biodiversity qualities of any natural or man-made features within the landscape, such as trees, woodlands, hedgerows, walls, watercourses or ponds;
4. Supporting opportunities to positively manage the landscape and use sustainable building techniques and materials which are sympathetic to the landscape;
5. Ensuring that development does not adversely affect the wider setting of the Peak District National Park.

Leekfrith Neighbourhood Plan – Referendum Version (May 2021)

There are no policies within this Neighbourhood Plan, which are considered relevant to this proposal.

National Planning Policy Framework (NPPF) (July 2018)

National policy is set out in the NPPF which was updated in February 2019. This framework seeks to ensure sustainable forms of development and good design, alongside the protection and enhancement of the environment.

The following sections of the NPPF are considered relevant to the determination of this application:

Paragraph 83 states that planning policies and decisions should enable sustainable rural tourism and leisure developments which respect the character of the countryside.

Paragraph 109 states that development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.

Paragraph 127 states that planning policies and decisions should ensure that developments:

- a) will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;
- b) are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;
- c) are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);
- d) establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;
- e) optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and
- f) create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.

Paragraph 130 states that permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions, taking into account any local design standards or style guides in plans or supplementary planning documents. Conversely, where the design of a development accords with clear expectations in plan policies, design should not be used by the decision-maker as a valid reason to object to development. Local planning authorities should also seek to ensure that the quality of approved development is not materially diminished between permission and completion, as a result of changes being made to the permitted scheme (for example through changes to approved details such as the materials used).

Paragraph 132 states that the quality and character of places can suffer when advertisements are poorly sites 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.

National Planning Practice Guidance (NPPG)

The following paragraphs of the NPPG are relevant to this application:

Paragraph: 001 Reference ID: 18b-001-20140306

The display of advertisements is subject to a separate consent process within the planning system. This is principally set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Advertisements are controlled with reference to their effect on amenity and public safety only, so the regime is lighter touch than the system for obtaining planning permission for development.

Paragraph: 026 Reference ID: 18b-026-20140306

What factors can a local planning authority take into consideration when determining an advertisement application?

Regulation 3 requires that local planning authorities control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors.

Unless the nature of the advertisement is in itself harmful to amenity or public safety, consent cannot be refused because the local planning authority considers the advertisement to be misleading (in so far as it makes misleading claims for products), unnecessary or offensive to public morals.

Paragraph: 027 Reference ID: 18b-027-20140306

How can 'amenity' be defined when considering applications for express consent?

See the guidance on the consideration of, and consultation regarding, possible effect of advertisements on amenity:

Paragraph: 079 Reference ID: 18b-079-20140306

"Amenity" is not defined exhaustively in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. It includes aural and visual amenity (regulation 2(1)) and factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest (regulation 3(2)(a)).

It is, however, a matter of interpretation by the local planning authority (and the Secretary of State) as it applies in any particular case. In practice, "amenity" is usually understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement or site for the display of advertisements, where residents or passers-by will be aware of the advertisement.

So, in assessing amenity, the local planning authority would always consider the local characteristics of the neighbourhood: for example, if the locality where the advertisement is to be displayed has important

scenic, historic, architectural or cultural features, the local planning authority would consider whether it is in scale and in keeping with these features.

This might mean that a large poster-hoarding would be refused where it would dominate a group of listed buildings, but would be permitted in an industrial or commercial area of a major city (where there are large buildings and main highways) where the advertisement would not adversely affect the visual amenity of the neighbourhood of the site.

If the advertisement makes a noise, aural amenity would also be taken into account before express consent would be given.

Paragraph: 028 Reference ID: 18b-028-20140306

What considerations should local planning authorities take into account in assessing public safety in relation to advertisement applications?

Factors relevant to public safety are specified in regulation 3. Public safety is not confined to road safety and includes all of the considerations which are relevant to the safe use and operation of any form of traffic or transport on land (including the safety of pedestrians), over water or in the air.

Further guidance on the consideration of, and consultation regarding, possible effect of advertisements on public safety.

05 Planning Policy Assessment

Paragraph 132 of the NPPF states that advertisements should be subject to control only in interests of amenity (both aural and visual) and public safety, taking account of cumulative impacts. Accordingly, the main considerations in the determination of this application relate to amenity and public safety.

Amenity

The replacement of the existing signs with new signs which meet Severn Trent's latest brand allow the site to be easily recognisable to visitors, thereby helping to support the existing rural tourism site at Tittesworth Water, in line with Policies SS10 and SS11 of the Staffordshire Moorlands Local Plan and Paragraph 83 of the NPPF.

The proposed signs are a direct replacement of the existing signs at the entrance to Tittesworth Water, in the same location. The same positioning is an effective use of land and the removal of the existing signs will limit the cumulative impact of the development in line with Policies SS1, SD1 and DC3 of the Staffordshire Moorlands Local Plan.

The design of the sign has been kept uncomplicated in appearance; limiting the colour palette to five colours. This helps to give the signs a high quality, uniform appearance, which is appropriate in its setting. The proposed signs are considered to be of an appropriate scale, enabling passers by to easily identify the entrance to Tittesworth Water from either direction, whilst not being obtrusive in its setting. The proposed new signs are each 313mm narrower, 37mm shallower but 32mm higher than the existing signs. The scale of the proposed signs is therefore similar to the existing signs, but with a slightly slenderer appearance. The design of the proposed signs is considered to meet the aims of Policies SS1, SS11 and DC1 of the Staffordshire Moorlands Local Plan and Paragraph 130 of the NPPF.

The nearest residential property is located approximately 75m to the north east of the proposed signs. There are existing hedgerows and trees along the highway immediately north of the proposed signs, which provide screening of the site from the nearest residential property. Given the siting and scale of the proposed signs and that the signs will not be illuminated, the signs will not be visible from any nearby properties. The proposed signs will therefore not have any undue impact on residential amenity, in line with Policy DC1 of the Staffordshire Moorlands Local Plan.

In summary, it is considered that the signs will not be visually prominent, lead to cumulative impacts or adversely on the visual or aural amenities of the streetscene or wider area.

Public Safety

The proposed signs are located on Severn Trent owned land at the entrance to Tittesworth Water. The signs will be set back from the road, behind the visibility sightlines of the junction, in an orientation as shown on plan 125308/012. The positioning of these signs is the same as the existing signs, which they will replace.

The sizing, as mentioned above, will also not be dissimilar to the existing signs at the entrance to Tittesworth Water. The proposed signs would not overhang a highway or footpath so will not impede the passage of pedestrians. Consequently, the scale and positioning of the proposed signs will not give rise to any negative impacts to public or highways safety, in line with Paragraph 109 of the NPPF.

Whilst the proposed signs will be visible from the nearest highway to enable easy identification of the Visitor Centre entrance, they will not be illuminated so will not cause any undue distraction to drivers using the highway, in line with Paragraph 109 of the NPPF.

In summary, the signage would not restrict the free and safe movement of pedestrians or vehicles and would be acceptable in relation to public and highway safety.

06 Conclusion

This application seeks consent for the installation of two new signs at the entrance to Tittesworth Water, to replace the two existing signs in the same location. The new signs are required to bring the signs up to date, in line with Severn Trent's current brand, thereby making the visitor centre site more readily recognisable.

The proposed signs will have no adverse implications for neighbours or wider public amenity. They will also not impact on the safety of transport users or pedestrians. It is therefore considered that the proposed signs do not give rise to any unacceptable impacts in terms of visual and aural amenity as well as public safety. As such, the proposed signs would accord with the principles outlined within Paragraph 132 of the NPPF, as well as the relevant policies of the adopted Staffordshire Moorlands Local Plan identified above. Accordingly, it is respectfully requested that the application be granted advertisement consent.