

DELEGATED DECISION REPORT

SMD/2021/0388
Valid 02/06/2021

89 TAPE STREET
CHEADLE

**ADVERTISEMENT CONSENT
FOR REPLACEMENT OF
EXISTING MOTOR CYCLE
SALES, FASCIA AND WINDOW
SIGNS WITH VAPING SALES
COMPANY NAME/LOGO**

(ADVERTISEMENT CONSENT)

MAIN ISSUES

- Principle of development
- Character and appearance
- Impact on public safety
- Impact on amenity

DESCRIPTION OF SITE

The site fronts onto a narrow section of Tape Street within the Town of Cheadle . The land adjoins two residential properties and sits adjacent an electrical appliance shop. Opposite the site, there are new apartments.

The unit was previously a retail store selling motorcycles and has off road parking to the side of the building for at least 2 cars. The main entrance is to the side of the property as the building is at a oblique angle to the main road.

PROPOSAL

Planning permission is sought for the replacement of the existing motorcycle fascia sign for a vaping sales sign together with a signage to the side elevation. Both will not be illuminated.

The applicant seeks to add stickers to the shop windows and doors. These will be internal and would not require planning consent.

RELEVANT LOCAL AND NATIONAL PLANNING POLICIES

Staffordshire Moorlands Local Plan (Adopted Sept 2020)

SS2 Settlement Hierarchy

DC1 Design Considerations

T1 Development and Sustainable Transport

National Planning Policy Framework

Paragraph 127

SITE HISTORY

SMD/1982/0721	Renewal of temporary permission for cycle and motor cycle sales and repair garage	Approved 02/03/1982
SMD/1985/0579	Demolition of properties and use of land for parking and erection of 8ft wall	Approved 10/09/1985
SMD/1989/1045	Renewal of temporary permission for cycle and motor cycle sales and repair garage	Approved 23/10/1989

CONSULTATIONS

Publicity

Site Notice expiry date: 08/07/21

Neighbour consultation period ends: 05/07/21

Public Comments

None

Cheadle Town Council

No objections

Staffordshire County Council Highways

No comments received.

OFFICER COMMENTS

Principle of development

The application site is located within the Development Boundary of Cheadle; a 'town' as identified by Local Plan policies SS2. The policy supports the retention and growth of existing businesses within the town, employment, entertainment and tourism without leading to congestion of the town centre.

The proposal is for the installation of signage in conjunction with a vaping business to an established business unit. It is therefore considered that the principle of the development will meet the aims of the Cheadle Area Strategy.

Character and appearance

Policy DC1 refers to design and seeks to secure development of a high quality which is designed to add value to the area and to respect the site and its surroundings.

The signage are simple and serves its purposes. It does not sway from the existing shop front characteristic in situ and scale and uses subtle colours which visually, will appear sympathetic to the building and public street-scene.

It is in accordance with Policy DC1 in the Local Plan.

Impacts on Public Safety

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.

The signages will be visible to drivers along Tape Street. They will not be illuminated and sits typically above the shop window therefore, does not pose any risk to public safety.

Impacts on public amenity

The signages will sit no different to the signages that have been removed which fronted the public highway and to the side of the building. The proposed signage to the side will face the adjacent business unit, which has a large billboard along its side elevation with no windows. It will also sit within the site and are non-illuminated. The signages will not detract from the public amenity.

The PVC material used is no different to the signages within the street-scene.

CONCLUSION

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 : Approval

Case Officer: Lisa Li

Recommendation Date: 9/08/21

X 

Signed by: Ben Haywood

On behalf of Staffordshire Moorlands District Council