STAFFORDSHIRE moorlands DISTRICT COUNCIL

ACHIEVING · EXCELLENCE

Mr Des Dunlop
D2 Planning Limited
Suite 3 Westbury Court
Bristol
BS9 3EF

C/O agent

Application no: SMD/2017/0445

Determined on: 10/08/2021

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:
Churnet Works Abbey Green Road Leek Staffordshire ST13 8YQ

Description of Development:
Advertisement consent for flexible sign system

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: Adertisement Elevation Drawing, Location Plan for the following reason:

1. The proposed advertisement by virtue of its excessive size, scale and prominent siting on the building, coupled with its bright colour scheme would fail to respect the site and surroundings and would detract from the quality and character of the area at this important gateway location into the town causing harm to visual amenity contrary to policy DC1 of the adopted Staffordshire Moorlands Local Plan and the provisions of paragraph 136 of the NPPF.

Informative

1.The Local Planning Authority (LPA), in reaching this decision, has followed the guidance in paragraph 38 of the National Planning Policy Framework. The Framework advises that the LPA should work proactively with applicants to secure developments that improve the economic, social and environmental conditions of the area. However, it was not considered that amendments would overcome the concern in principle with the signage which has already been erected.

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.

1. 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.

2. 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.

3. 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.

4. 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

5. 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.

6. 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.