

DELEGATED DECISION REPORT

SMD/2021/0205
Valid 31/03/2021

55 SCHOOL LANE
CAVERSWALL

PROPOSED REPLACEMENT
SIGNAGE

(ADVERTISEMENT CONSENT)

MAIN ISSUES

- Impact on amenity.
- Impact on public safety.

DESCRIPTION OF SITE

The application site comprises a two-storey flat roofed building constructed of buff brick to the ground floor and brown/black hanging tiles to the first floor. The building is occupied as a convenience store and Post Office to the ground floor with living accommodation above. The building is sited in the middle of a ribbon of semi-detached and detached dwellinghouses on the southwestern side of School Lane, with St Peter's C of E Primary School located immediately opposite. The building is set back from the road with an parking area that is utilised by the shop's customers. The application site is located within the village of Caverswall.

PROPOSAL

Advertisement consent is sought for the erection of a replacement non-illuminated fascia sign and a replacement internally illuminated 'Post Office' projecting sign.

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
SS9 Smaller Villages Area Strategy
DC1 Design Considerations
T1 Development and Sustainable Transport

National Planning Policy Framework

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

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

SMD/2021/0204 Proposed single storey front extension to shop front
Approved 25/05/2021

CONSULTATIONS

Publicity

Site Notice expiry date: 04/05/2021
Neighbour consultation period ends: 27/04/2021
Press Advert: N/A

Public Comments: None

Town / Parish Comments: Caverswall Parish Council have no objection to the application subject to neighbours' approval.

SCC Highways: No objection on highways grounds.

OFFICER COMMENTS

Principle of Development

Paragraph 11 of the National Planning Policy Framework (NPPF, 2021) 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are no relevant development plan policies, or the policies which are more important for determining the application are out-of-date, granting permission, unless: i) the application of policies in the Framework that protect areas or assets of particular importance provides a clear reason for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 (2021) 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 (2021).

The application site is located within the built-up area of Caverswall; a 'smaller village' as identified by Local Plan policies SS2 and SS9. Advertisements to existing shops within villages is considered acceptable in principle as it will accord with the smaller village's role to enhance community vitality by protecting and enabling services and facilities which are essential to sustain rural living.

Paragraph 136 of the NPPF (2021) 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'*.

Amenity & Public Safety

Local Plan policy DC1 and paragraph 130(f) of the NPPF (2021) seek to secure development that protects amenity, including residential amenity, in terms of satisfactory daylight, sunlight, outlook, privacy and soft landscaping.

The application site is bounded by residential properties to each side, with St Peter's C of E Primary School located immediately opposite. The application site comprises an existing convenience store and Post Office that has just received planning approval for a single storey extension and new shop front. It is therefore also proposed to replace the existing signage.

The former shop front previously had a non-illuminated fascia sign located above the existing shop front and 1no. internally illuminated 'Post Office' projecting sign. It is proposed to re-affix the existing non-illuminated fascia sign to the front of the new shop front. The sign will measure 6.3 metres in length by 0.5 metres in height and the lettering will be no higher than 40cm. The base of the sign will be sited 2.4 metres from the ground.

It is also proposed to erect an internally illuminated projecting sign that will measure 0.5 metres in height, 0.2 metres in width and 0.4 metres in depth. The maximum height of the lettering will be 10cm. The illuminance levels will be 50cd/m² and it will be static. The base of the sign will be sited 2.4 metres from the ground and it will be positioned to the right of the proposed new shop front.

The proposed signage is very similar in design, size, illuminance and siting as the signage on the former shop front. The projecting sign is small in scale and any illuminance will be static and therefore it will not pose an amenity issue to the adjacent residential properties. The shop front is set back from the highway and therefore any signage will not be unduly prominent within the street scene.

The Highways Engineer has assessed the application and raises no objection on public safety grounds. He states that the building is not directly adjacent to the highway and the illuminance level is below maximum levels for locations such as this.

It is for these reasons that the proposed development will comply with policy DC1 of the Local Plan (2020) and the NPPF (2021).

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 (2021). As such the application is recommended for approval.

OFFICER RECOMMENDATION: APPROVE subject to Conditions

Case Officer: Ailsa Berry

Recommendation Date: 07/09/2021

X *B.J. Haywood*

Signed by: Ben Haywood

On behalf of Staffordshire Moorlands District Council