

DELEGATED DECISION REPORT

SMD/2021/0369
Valid 29/07/2021

2 3 MARKET PLACE
LEEK

ADVERTISING CONSENT FOR
REPLACEMENT SIGNS

(ADVERTISEMENT CONSENT)

MAIN ISSUES

Considerations affecting public safety and amenity (to include impacts on heritage assets) in accordance with the provisions of the NPPF.

DESCRIPTION OF SITE

The application site comprises No. 2-3 Market Place, Leek; a three storey building within a row of similar development to the eastern side of the Market Place, Leek. The front (western) elevation faces the market place and the pedestrian footprint that runs north to south. The site is located within a prominent and central part of the Leek Conservation Area.

The building is occupied by 3D bar and night club. The site has appropriate permission for this use and is around the 3rd reincarnation of branding and management.

The adverts forming the subject of this application have already been installed they consist of two slim 2 dimensional signs positioned within the fascia either side of the central entrance. A larger sign above the door, which it is believed triggered a complaint and ultimately brought about this application, has been removed and does not form part of this application.

The two signs are of the same size, proportion coloration and design as the two previous 'Society Bar' signs which were replaced, with a change of ownership, to display a new logo and premises name.

PROPOSAL

Advertisement consent is sought for two non-illuminated two dimensional signs on existing fascia each side of the central entrance.

RELEVANT LOCAL AND NATIONAL PLANNING POLICIES

National Planning Policy Framework

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

SMD/2018/0325 Shop front alterations. Refused and Dismissed at Appeal.

CONSULTATIONS

Publicity

Site Notice expiry date: 24th Sep 2021

Neighbour consultation period ends: 24th Sep 2021
Press Advert: N/A

Public Comments

None

Town / Parish Comments

Leek Town Council: Awaited

Conservation Officer

No Objection

OFFICER COMMENTS

The applicant's signs have replaced the previous premises sensitive signage with a new logo but using the same monochrome colouration and slimline sizing. Two signs balanced either side of the central door. The signs sit sensitively within the fascia and housing of the traditional shop front.

A large poorly proportioned sign above the door has been removed and does not form part of this application.

CONCLUSION / PLANNING BALANCE

No harm to public amenity or safety. No harm to the conservation area.

OFFICER RECOMMENDATION : APPROVE

Case Officer: Ben Hurst

Recommendation Date: 23/09/2021

X 

Signed by: Ben Haywood

On behalf of Staffordshire Moorlands District Council