

DELEGATED DECISION REPORT

SMD/2021/0401 Valid 02/08/2021	3 ALTON CASTLE TAPE STREET CHEADLE	SIGNS (ADVERTISEMENT CONSENT)
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MAIN ISSUES

The impact on the character and appearance of the area.
The impact on residential amenity.
The impact on highway safety.

DESCRIPTION OF SITE

The site is within the development boundary of Cheadle and is on the eastern edge of the town centre and is inside the Conservation Area. It comprises a former Victorian public house on a corner plot with the junction of Tape Street (to the west) and Queen Street (to the north) lying to the north-west and both of which are main roads. There is a mix of uses in the area which has a typical edge of town centre character and appearance.

PROPOSAL

This is an Advertisement Consent application for signage on the building in connection with the approved new use of the site as a Domino's pizza takeaway. There are three frontage elevations with one facing Queen Street, one facing Tape Street and one in between the two which is a diagonal corner frontage directly facing the road junction and where the main entrance door into the building is located. The signs proposed are shown on amended drawings which were received on 26.10.21 and are as follows:

Diagonal corner frontage: 1.2m x 1.2m wall-mounted sign above the front door with the blue and red dice logo on a dark grey background. This would be externally illuminated by a dark grey single trough light above the sign. Aluminium facing material with acrylic logo.

Tape Street: 5.0 x 0.8 fascia sign above the ground floor windows with brand name in white lettering and dice logo with same colours and materials as above and externally illuminated by a dark grey trough light. Also a hanging sign of 0.75 x 0.75 with logo with same colours and materials. This would not be illuminated. This would hang from a decorative support in dark grey.

Queen Street frontage: Same hanging sign as on Tape Street.

Elsewhere: Same sign as on the diagonal frontage with the same illumination placed on the south-facing side gable visible from Tape Street.

Also shown on the drawings are “vinyls” to be placed on some of the ground floor frontage windows for the purposes of hiding machinery. No details of the colour have been given.

The original plans showed a large fascia sign on the Queen Street elevation instead of a hanging sign and also a totem sign in the car park which was removed from the scheme. The original hanging sign on Tape Street was a projecting modern box sign rather than the more traditional hanging sign now included in the amended plans.

A Heritage Assessment was submitted with the application.

RELEVANT LOCAL AND NATIONAL PLANNING POLICIES

Staffs Moorlands Local Plan (adopted September 2020)

DC1 – Design Considerations
DC2 – The Historic Environment

NPPF (Revised July 2021)

Sections 12 (Design) and 16 (Historic Environment).

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

SMD/2021/0058: Change of use from public house to hot food takeaway.
Approved in May 2021.

CONSULTATIONS

Publicity

Site Notice expiry date: 14/9/21.
Neighbour consultation period ends: 14/9/21.
Press Advert: 18.8.21.

Public Comments

None.

Town / Parish Comments

None.

Local Highways Authority

No objection.

Environmental Health

No objection providing conditions are added to restrict illuminance of the signs.

Conservation Officer

The officer raised concerns with the original submission considering too many signs were proposed which would harm the character and appearance of the Conservation Area. The officer requested that the signs be flat and have a matt finish and that the totem sign in particular should be removed. In response to the amendments received on 20.10.21, the officer considered the Queen Street fascia sign should be replaced by a hanging sign but that all other aspects of the scheme were acceptable.

Severn Trent Water

No objection.

OFFICER COMMENTS

The latest amended plans reflect the advice given by the Conservation Officer. The signs were reduced in number to avoid an unnecessary proliferation which would have harmed the appearance of the building and further design changes made from the original scheme which would have been out of keeping with the Conservation Area. There are other commercial premises on Tape Street which also have illuminated signage. The design and positioning of the signs also reflects those approved for the Domino's Pizza premises in St Edward Street, Leek which is also in a Conservation Area.

A condition would be added to restrict the intensity of illumination to 250 cd.m to avoid the living conditions of nearby residents from being affected by excessive glare i.e. light pollution during hours of darkness when the premises is in use and would also avoid drivers on the main roads and junction being affected by glare in the interests of highway safety.

CONCLUSION / PLANNING BALANCE

The amended proposal of signage for the new Domino's Pizza would respect the prominent Victorian former public house building and would not significantly harm the character and appearance of the Conservation Area of the residential amenities of the area with the safeguard of conditions and would also not lead to a highways hazard. The proposal would therefore comply Council's Local Plan (adopted September 2020) and is in line with the government planning guidance contained in the National Planning Policy Framework (NPPF).

OFFICER RECOMMENDATION : APPROVE

Case Officer: Chris Johnston

Recommendation Date: 5.11.21

X *B.S. Haywood*

Signed by: Ben Haywood

On behalf of Staffordshire Moorlands District Council