

DELEGATED DECISION REPORT

SMD/2021/0553
Valid 09/09/2021

THE TALBOT INN
73 GRANGE ROAD
BIDDULPH

**INSTALLATION OF
REPLACEMENT SIGNS TO
INCLUDE 1X POST MOUNTED
PICTORIAL SIGN, 1X POST
MOUNTED CAR PARK SIGN,
1X WALL MOUNTED
PICTORIAL SIGN 1X FASCIA
SIGN. 2X INFORMATION
SIGNS 1X LANTERN AND 1X
D/S PANELS TO EXISTING
REMOTE POST SIGN**

(ADVERTISEMENT CONSENT)

MAIN ISSUES

- Impact on amenity
- Impact on public safety

DESCRIPTION OF SITE

The application site comprises two locations; the public house and its associated car park, and a field on the northern side of Congleton Road approximately 600 metres to the southwest of the public house.

Both sites are located in the North Staffordshire Green Belt, whilst the public house is a non-designated heritage asset.

PROPOSAL

Advertisement consent is sought for the installation of replacement signage to the public house, its car park on the opposite side of Grange Road, as well as the replacement of a remote directional sign positioned to the north of Congleton Road.

It was noted at the site visit that the signage had already been erected, therefore this application is retrospective.

The adverts include:

- 1x externally illuminated post mounted pictorial sign. The post has an overall height of 3 metres with the sign measuring 1.45m high x 1.1m wide x 0.05m deep located inside a frame on top. The sign is located within the car park on the opposite side of the road, adjacent to the highway.
- 1x externally illuminated post mounted car park directional sign. The post has an overall height of 3.2 metres from which a hanging sign is suspended that

measures 1.2m high x 0.9m wide x 0.15m deep. The sign is located at the entrance to the car park, in the northwestern corner.

- 1x externally illuminated wall mounted pictorial hanging sign (height: 1.45 x width: 1.1 x depth: 0.04 metres). This sign is located above the first floor window of the front gable elevation of the public house, to the left of the front entrance.
- 1x externally illuminated fascia sign (height: 0.75 x width 4 x depth: 0.04 metres). This sign is located above the ground floor window to the right of the front entrance.
- 2x non-illuminated information signs to be located within the car park, providing guidance on leaving vehicles that measure height: 0.2 x width: 0.3 x depth: 0.03 metres. These signs are attached to the dwarf stone wall; one to each entrance of the car park.
- 1x non-illuminated information sign to the public house that will measure height: 0.6 x width: 0.6 x depth: 0.03 metres. This sign informs patrons that muddy boots and dogs are welcome and is wall mounted to the left of the front door.
- 2x non-illuminated d/s panels to existing remote post sign measuring in height: 1 x width: 0.7 x depth: 0.05 metres. These signs direct traffic from the main road to the public house.

The application also seeks permission for a replacement wall mounted lantern light above the front entrance however, this does not comprise an advertisement and therefore cannot be assessed as part of this application.

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
SS10 Other Rural Areas Strategy
DC1 Design Considerations
DC2 The Historic Environment
T1 Development and Sustainable Transport

National Planning Policy Framework

Paragraph(s) 1 - 14
Section(s) 4, 12, 16

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

None of relevance to this application.

CONSULTATIONS

Publicity

Site Notice expiry date: 09/11/2021

Neighbour consultation period ends: 04/10/2021

Press Advert: 14/10/2021

Public Comments: One comment was received that did not make any representations in respect of the signage, instead they raised concern regarding a metal fence that had been erected to the front of the property, which does not form part of this application which is solely for advertisement consent.

Planning Officer comment: The metal fence appears to be less than one metre in height and therefore it does not require planning permission.

Town/Parish Council: No comments received.

SCC Highways: No objections on highways grounds to the proposals. Recommends that an Informative is attached should permission be granted.

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 makers 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 North Staffordshire Green Belt, whereby policy SS10 of the Local Plan is applicable. Policy SS10 seeks to restrict development in the countryside and Green Belt to provide only for development which has an essential need to be located in the countryside, supports the rural

diversification and sustainability of the rural areas, promotes sustainable tourism or enhances the countryside.

The proposal is for the replacement of existing signage to an existing public house located in the Green Belt. There is an essential need for a public house to have signage in order for patrons to be able to find the premises. The principle of the development is therefore considered acceptable.

Amenity & Public Safety

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'*.

Public Safety

The Highways Engineer has assessed the application and raises no objection on public safety grounds. In assessing the application the Highway Engineer made the following comments:

'The illuminated signs meet the luminance levels for their size therefore I have no objection to this proposal.'

It is therefore considered that the proposed advertisements will not have a detrimental effect on public safety.

Neighbouring Amenity

The public house is located in an isolated position on the western side of Grange Road with no properties located to either side or to the rear. On the opposite side of the road is the public house's car park. The signage attached to the public house will therefore not have an adverse effect on neighbouring amenity.

The public house's car park is located on the eastern side of Grange Road. It is separated from the dwellinghouse to the north by a field and is separated from the dwellinghouse to the south by a field entrance. No properties are located to the rear (east). No advertisements are externally illuminated however, they are lit by two downlighters to either side of the sign. Given the distance between the proposed signage and the neighbouring properties, the scale of the proposed signs and the type and amount of illumination proposed, they are not considered to have a detrimental effect on neighbouring amenity.

The remote directional sign is located in a field on the northern side of Congleton Road. It is sited behind the existing field boundary hedge and a footpath and grass verge separate the sign from the highway. A woodland is located on the opposite side of Congleton Road. No residential properties are located in close proximity to the sign.

Visual Amenity

The public house is located within a rural setting and forms part of the hamlet of Poolfold. The signage has replaced existing signage at the public house due to a re-brand. The number of signs on the front elevation of the public house has been reduced, as no signage has been replaced within the apex of the single storey extension. The number of signs to the car park has remained the same however, the height of one of the signs has increased. The signage is attractive in its design and does not adversely affect the rural character of the lane. It also does not result in a proliferation of signage at the property.

The remote directional sign was existing. Due to the public house's rebrand, the signs attached to the post needed to be replaced. The sign is small in scale and positioned behind the roadside hedge, adjacent to a main road where signage is not an uncommon feature within the street scene. The sign is non-illuminated and replaces previous non-illuminated signage. It is therefore not considered to have a detrimental effect on the character or appearance of the surrounding area.

The public house is a non-designated heritage asset with an inn being present on the site since the late 18th century. The current inn was re-built by the Stanier family in 1868.

Policy DC2 states that the Council will safeguard and where possible, enhance the historic environment by resisting development which would harm or be detrimental to the special character and historic heritage of the District's towns and villages and those interests of acknowledged importance; promoting development which sustains, respects or enhances buildings and features which contribute to the character or heritage of an area; and preventing the loss of buildings and features which make a positive contribution to the character or heritage of an area through appropriate re-use and sensitive development.

Paragraph 203 of the NPPF (2021) states that *'the effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that directly or indirectly affect non-designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset.'*

The signage replaces existing signage on the building with the new signage being located in the same position as the previous signage. The new signage has resulted in a reduction of 1no. fascia sign to the front elevation of the public house and 1no. post mounted sign within the car park has been increased in height, although it is not considered to adversely affect the setting of the non-designated heritage asset. The previous signage was externally illuminated, as is the replacement signage. It is for these reasons that it is not considered that the signage will result in any harm to the significance of the heritage asset and it will comply with policy DC2 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: 12/11/2021

X *B.J. Haywood*

Signed by: Ben Haywood

On behalf of Staffordshire Moorlands District Council