

DELEGATED DECISION REPORT

SMD/2021/0147
Valid 08/04/2021

51 DERBY STREET
LEEK

APPLICATION FOR CONSENT TO
DISPLAY ADVERTISEMENT

(ADVERTISEMENT CONSENT)

MAIN ISSUES

- Public safety;
- Size, design;
- Visual impact (including amenity, character of surroundings/street scene);

DESCRIPTION OF SITE

The application site is 51 Derby Street Leek, the premises being currently occupied by Leek United Building Society. The original building has been extended at the front (principal elevation previously sat well back of the build-up street frontage) and comprises a tile and red-brick frontage. The building frontage has a more modern appearance when compared to some surrounding buildings. The frontage incorporates brick pilasters which extend upwards to brick detailing, visually giving the impression of a corbel and defining the edge of the fascia. The building sits within a visually prominent part of the street within the Leek Town Development Boundary, town centre and Conservation Area. The building is not Listed.

PROPOSAL

Replacement of the fascia and hanging sign. Officers have been advised, (and provided with a photograph of the front of the building), that the works have been carried out. The plans show the fascia sign as being internally illuminated. There is no reference on plan to the hanging sign being illuminated but the application form indicates this to be the case.

RELEVANT LOCAL AND NATIONAL PLANNING POLICIES

Staffordshire Moorlands Local Plan

SS1 Development Principles
SS5 Leek Area Strategy
TCR1 Development in Town Centres
DC1 Design Considerations
DC2 The Historic Environment

Supplementary Planning Guidance

1. Design Principles for Development in the Staffordshire Moorlands.

Supplementary Planning Document

1. Staffordshire Moorlands Design Guide

National Planning Policy Framework

Including Sections;

- 2: Achieving sustainable development
- 12: Achieving well-designed places
- 16: Conserving and enhancing the historic environment

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

Various applications relating to change of use of the building to the Leek United branch, extensions and alterations, fascia and projecting signs.

CONSULTATIONS

Publicity

Site Notice. Expired.

Press Advert: Leek Post and Times. Expired.

Public Comments: No representations received during the statutory consultation period.

Leek Town Council: No representations received during the statutory consultation period.

Severn Trent Water: No objections received.

Conservation (SMDC): Objected to the original fascia proposal.

Staffordshire County Council Highways: No objections to the application.

OFFICER COMMENTS

The application is for advertisement consent for a replacement fascia and hanging sign, therefore raising consideration of public safety and amenity, including any potential impact on the character and appearance of the Conservation Area. A photograph from the architect has been submitted to show that the works have been carried out.

Public safety

The application is to replace existing fascia and hanging signs. The signs are close to a busy town centre street comprising road and pavement areas. The County Highways officer has assessed the application and raises no concerns about it, noting that the luminance levels for their (signs) sizes are met. The Highways officer requests that an informative is added to the decision notice (in the event of the application being approved) requiring the owner of the premises to take responsibility for the fixtures and fittings associated with the signs, and for him/her to be liable for any future maintenance/claims relating to the signs.

Design and impact upon the character and appearance of the area

Amended plans have been submitted following on from the Conservation officer expressing concerns that the fascia would span the full width of the shop frontage. The fascia would have covered the decorative pilaster/corbel details and therefore harm the proportion and detailing of the shopfront. The applicant/agent was advised to reduce the width of the sign to allow it to retain its central position, which would also ensure that the sign did not have a 'top-heavy' appearance. The requested changes have been made. The previous fascia was externally illuminated by a downwards facing trough light. The current scheme is for an internally illuminated fascia sign which has a depth of 100mm and is constructed using green powder coated aluminium and acrylic lettering. The plans show that LED lights illuminate the letters and the Leek United Pyramid logo. The hanging sign is positioned to the right hand side of the fascia sign (when looking at the building from the pavement/roadside) and would be constructed from aluminium, the logo and letters being acrylic. The submitted plans do not show the hanging sign to be internally illuminated which is contrary to the information supplied on the application form. The architect/agent has confirmed that the hanging sign is illuminated and has been erected. The Conservation officer acknowledges that there is normally a requirement for externally lit fascia's but, due to this being a more modern building, it would be possible for some internal illumination as the fascia is slim and the lighting is restricted to the lettering and logo. The agent has been advised that internal illumination of the hanging sign wouldn't be supported and that a condition would be added to ensure it is not lit. The agent (via email dated 21st Jan) has confirmed that the hanging sign lighting can be turned off if it causes concerns.

In terms of impact upon the wider area, there are no concerns about the scheme provided that there is a condition to prevent lighting within the hanging sign. Some concession has been given from the Conservation officer in respect of the fascia being internally illuminated, therefore it is considered the hanging sign light restriction is appropriate. There are a mix of surrounding building types and fascias. The continued use of the corporate 'green' is acceptable as it will not be adding anything new (colour terms) to the area. The sign has been reduced in width so that it does not dominate the building frontage and lighting has been discussed above. Whilst this site occupies a visually prominent, town centre location, the works are not considered to constitute poor design or result in any harm to the character and appearance of the area.

CONCLUSION / PLANNING BALANCE

That the application is approved subject to a condition to restrict internal lighting within the hanging sign.

OFFICER RECOMMENDATION : Approve.

Case Officer: Lisa Jackson

Recommendation Date: 25/1/2022.

X *B.J. Haywood*

Signed by: Ben Haywood

On behalf of Staffordshire Moorlands District Council

