

DELEGATED DECISION REPORT

SMD/2021/0822
Valid 14/12/2021

BLACK HEAD INN HIGH
STREET
UPPER TEAN

ADVERTISEMENT CONSENT
TO DISPLAY CO OP SIGNAGE

(ADVERTISEMENT CONSENT)

MAIN ISSUES

- The Impact on the character and appearance of a Conservation Area
- Impact on residential amenity
- Highway safety

DESCRIPTION OF SITE

The application site lies in the centre of the village and comprises a former pub facing High Street to the south and is between New Road to the east side and Old road to the west. There is a mix of dwellings and commercial premises adjoining the site on the road frontage and mainly dwellings on the opposite side of the High Street and also to the rear of the site to the north. The site is in a Conservation Area. The former pub which became vacant and derelict had partially collapsed and the remains of the building demolished and there is a current application to rebuild it with an enlargement, consistent with a recent planning permission before the collapse, to convert the building and extend it to provide a Co-op food store (replacing the current store further along High Street) with four apartments above. It appears that works have already commenced on this.

PROPOSAL

This is an Advertisement Consent application for the forthcoming new Co-Op food store. It includes the signage for the store and rear car park as follows:

1. Co-op logo blue lettering placed above the front entrance over an area of 0.5 x 0.5 metres and with smaller grey lettering placed next to it. Trough lighting added i.e. externally illuminated sign.
2. Co-op logo blue lettering placed above the front entrance over an area of 0.6 x 0.6 metres placed above recessed glazed area on "extension" set-back facing the road. Trough lighting added i.e. externally illuminated sign.
3. Hanging sign placed on the frontage, perpendicular to it, to the west of the entrance with Co-op blue logo and car park sign with arrow on below it, grey background, measuring 0.8m (height) x 0.5m (width) attached to dark grey bracket. Trough lighting added i.e. externally illuminated sign.
4. Same sign as 1 but without the grey lettering, placed above the side main entrance
5. two small blue signs on the rear and side elevations directing store entrance and to keep clear for deliveries

6. Car park blue signage, 0.45 x 0.45m parking restrictive signs on posts. Three signs in total, two of which are against back wall of building.

The lettering placed on the building would project 75mm from the wall.

The materials would be a mix of vinyl, acrylic and aluminium.

Also submitted was a 3.5m high totem sign next to the car park entrance. This was replaced by a blue car park sign (1.0m x 1.0m) on posts giving a max height of 1.3 metres in the same position as the totem sign. Also a "Car Park" grey lettering sign with arrow below was added to the side elevation of the building (close to the main entrance) with a width of 0.74 metres.

There was originally submitted five banner signs (1.83m wide) placed on the east side (where the main entrance is located) and rear elevations (facing the car park) of the building with pictures of the produce, but these have been reduced to two and placed on the rear elevation facing the rear car park.

The sign described in 2 (front elevation) was also removed from the scheme.

RELEVANT LOCAL AND NATIONAL PLANNING POLICIES

Local Plan (Adopted September 2020)

DC1 Design Considerations

DC Historic Environment

National Planning Policy Framework (NPPF)

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

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

SMD/2019/0704: Change of use of the public house (Class A4) to retail (Class A1) and ground and first floor rear and side extension: conversion of first floor to create 4 no. flats (Class C3); installation of plant and machinery; and ancillary car parking and delivery area. Approved in July 2020.

SMD/2021/0730: Redevelopment of the site to provide retail at ground floor level and 4 no flats at first floor, plus ancillary carparking and delivery area. Pending.

CONSULTATIONS

Publicity

Site Notice expiry date: 26/1/2022

Neighbour consultation period ends: 26/1/2022

Press Advert: 20.12.21

Public Comments

None.

Parish Council Comments

No objection.

Staffordshire County Council Highways

No objection.

Environmental Health

No objection subject to conditions.

OFFICER COMMENTS

The site is in a Conservation Area and insensitive signage can potentially harm the character and appearance of Conservation Areas. For the frontage, the proposal involves lettering, although modern (as Co-op logo's are), would be of an appropriate size and colour and placed onto the building rather than fascia boards and which would not significantly project from the wall. I consider this signage to be appropriate for the location. The hanging sign is also appropriate particular as on the site was a former Victorian pub which also had a hanging sign as is common on pubs from this era.

The proposal avoids internally illuminated box signage which is normally harmful to historic Conservation Areas. The method of illumination would be via external trough lights which are more traditional and more in keeping with a Conservation Area. Although the design of the troughs is modern rather than traditional, the size and design are relatively discreet and the dark grey colour also helps it to blend in with the signage and is appropriate against the colour of the building and the character of the Conservation Area.

It is also reasonable to expect a Co-Op sign above the main entrance as this is on the side elevation and therefore would not amount to an unnecessary harmful proliferation of signs. The car park signage is also of an appropriate size and design and necessary to point out the direction of entrance, restrictive parking and delivery areas. I do not consider the number of signs to be excessive in this instance.

The banner signs (of which there were five facing the car park and side entrance elevation) and 3.5m totem sign were removed as they were considered to be out of keeping with the Conservation Area, unnecessary and unduly prominent. These signs were considered to be harmful to the Conservation Area. The replacement post sign is much smaller and lower and not visually intrusive in the Conservation Area. Small car park lettering was also placed on the side elevation to direct to the car park. I consider both these signs are necessary to direct motorists but are also discreet and a significant improvement on the impact on the Conservation Area.

With regard to residential amenity, it is important to ensure that nearby residents and their living conditions are not affected by the glare of the signage lighting at night. The Environmental Health Section is not concerned about the impact based on the

information on luminance given, despite there being no light spillage plan, providing conditions are added to restrict the luminance and for lights to be turned off when the store is closed.

With regard to highway safety, the signs including their level of illumination at night are not considered by the local highways authority to be a hazardous distraction to motorists.

CONCLUSION / PLANNING BALANCE

The proposal as amended would not harm the character and appearance of the Conservation and would not harm residential amenity with the safeguard of conditions. The proposal would therefore comply with the 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: 8.2.22

X *B.J. Haywood*

Signed by: Ben Haywood

On behalf of Staffordshire Moorlands District Council