

DELEGATED DECISION REPORT

SMD/2022/0005
Valid 02/03/2022

183 TEAN ROAD
CHEADLE

**ADVERTISEMENT FOR THE
PURPOSE OF SELLING 2,3 & 4
BEDROOM HOUSES AT THE
CECILLY MILLS
DEVELOPMENT WITH STREET
SCENE ARTWORK AND
CONTACT DETAILS.**

(ADVERTISEMENT CONSENT)

MAIN ISSUES

- The Impact on the character and appearance
- Impact on residential amenity
- Highway safety

DESCRIPTION OF SITE

The application site is made up of two parcels of land: a band of grassland that is wedged between the main road, Tean Road and minor road that serves properties to the eastern side and, the domestic curtilage of No.183 Tean Road. The property sits on a corner plot with a modest front/side garden.

PROPOSAL

This is an Advertisement Consent application for a housing development at Oakamoor Road. The non-illuminated sign will be placed at the far corner of the grassland owned by the applicant. It will have a maximum height of 5m from the ground level with each sign having a width of 2.7m.

RELEVANT LOCAL AND NATIONAL PLANNING POLICIES

Local Plan (Adopted September 2020)
DC1 Design Considerations

National Planning Policy Framework (NPPF)
Section 12 (Design)

SITE HISTORY

None relevant

CONSULTATIONS

Publicity Site Notice expiry date: 13/04/22
Neighbour consultation period ends: 24/03/22

Public Comments

10 representatives, all objections.

- Potentially inhibit vehicle egress from Eaves Lane onto Tean Road
- Distracting
- Unattractive view from resident
- Tall signage
- Down grade properties

Cheadle Town Council

No objection

Staffordshire County Council Highways

No objection

OFFICER COMMENTS

The NPPF sets out at paragraph 132 that a separate consent regime lies within the planning systems to control the display of adverts. It acknowledges that the quality and character of places can suffer when advertisements are poorly sited and designed. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

The proposal is for the installation of signage in conjunction with a housing development located to the north east of Cheadle on Oakamoor Road. The signage is positioned next to the highway for the purpose of attracting potential home owners and for direction. According to the application form submitted, it will be fixed to the site until November 2023.

Design

Policy DC1 refers to design and seeks to secure development of a high quality which is designed to add value to the area and to respect the site and its surroundings. New development should promote a positive sense of place and identity through its scale, density, layout, siting, landscaping, character and appearance.

It is considered that the display of this advertisement will be appropriately placed for its intended use of attracting passing trade as it sits on a small patch of grassland that straddles between the old and new Tean Road within the built-up area of Cheadle. While it is recognised that the signage will be relatively high (max height of 5m) and will undoubtedly be seen from afar, it will be for a temporary period only. The applicants state that the sign is only required until 30th November 2023, just 18 months from the date of this application. On this basis, and given the relatively short period required for the sign, it is considered that this would not harm the amenity of the area to such a degree as to warrant refusing this application. A condition will be added to ensure the advert is removed prior to 30/11/23 and reinstated to its current state.

Highway Safety

Policy T1 of the Local Plan states that permission will only be granted for development that do not impeach highway safety.

County Highways were consulted on highway safety which has been a concern raised by a number of objectors. No objection was raised by the highway officer who

has noted that all nearby roads are subject to a 30mh speed limit with the benefit of footways and streetlighting. Therefore, there are several signs which inform motorists that they are in a built-up area with a restricted speed 30mph limit, which will ensure that motorists are travelling at a low speeds. The signs are unilluminated and therefore will not form a highly prominent or distractive feature in the area. Moreover the location of the sign would not interfere with the safe passage of pedestrians along the established footpaths.

Taking the above into account, it is considered that the advertisement would not undermined highway or public safety. This application is therefore considered to be in accordance with Policy DC1 of the Local plan.

Impact to neighbouring amenity

Paragraph 130(f) of the NPPF (2021) and policy DC1 seeks to secure development that protects amenity, including residential amenity, in terms of satisfactory daylight, sunlight, outlook, privacy and soft landscaping.

With regard to residential amenity, the most likely affected neighbour is number 193 which sits 15m from the proposed signage. It is considered that the nearby residents' amenity will be maintained as views from the front would not impeach their daylight or appear overbearing given its distance of the sign from their properties. The signage is also non-illuminated.

This application is therefore considered to be in accordance with Policy DC1 of the Local plan.

CONCLUSION

The proposal would not harm the amenity of the locality or the safe operation of the highway. 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: Lisa Li

Recommendation Date: 20/04/22

X 

Signed by: Jane Colley Signature

On behalf of Staffordshire Moorlands District Council

