

DELEGATED DECISION REPORT

SMD/2022/0224
Valid 28/04/2022

BLACK HEAD INN HIGH
STREET
UPPER TEAN

NON ILLUMINATED POST
SIGN USING THE OLD PUB
FRAMEWORK.

(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 works have already commenced on this development and are nearing completion.

PROPOSAL

This is an Advertisement Consent application for the forthcoming new Co-Op food store. An Advertisement Consent has already been passed for signs for the store, 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. 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.
3. Same sign as 1 but without the grey lettering, placed above the side main entrance
4. two small blue signs on the rear and side elevations directing store entrance and to keep clear for deliveries
5. 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 materials would be a mix of vinyl, acrylic and aluminium.

Also approved under the same application was two banner signs (1.83m wide) placed on the rear elevation facing the rear car park with pictures of the produce.

Also approved under the same application was 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.

This new application is for an additional car park sign to be placed within an existing 5.0m high black metal free-standing traditional pub hanging-sign frame further to the north of the proposed car park access (off New Road). The sign would have the blue Co-Op logo and blue "P" (for parking) sign below it, both on a "traffic grey" (very dark grey) background and the sign itself would measure 1.2 x 0.9 metres. It would be non-illuminated. The sign would have a powder coated aluminium finish and the display would be made of vinyl.

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. Approved. Works commenced.

SMD/2021/0822: Previous advertisement consent. Approved.

CONSULTATIONS

Publicity

Site Notice expiry date: 31/5/2022

Neighbour consultation period ends: 31/5/2022

Press Advert: 10.5.22

Public Comments

None.

Parish Council Comments

None.

Environmental Health

No objection.

OFFICER COMMENTS

The site is in a Conservation Area and insensitive signage can potentially harm the character and appearance of Conservation Areas. Several signs for the Co-op have already been approved for the store under a previous application and it is considered the signs had a scale, design and number which did not harm the character and appearance of the Conservation Area.

This new application is for an additional sign to sit within the frame of the traditional hanging pub sign (there is no sign currently within this frame) for the purposes of identifying the car park entrance for the store. Its materials, colours, scale and lettering are in line with the approved Co-op signs. As it is re-using a traditional frame, the Conservation Area is respected and although the sign itself is modern, this part of the Conservation Area is characterised by standard terraced houses and commercial properties, some of which also have more prominent modern signage than the proposed Co-op sign. I consider the sign is acceptable but on condition that the previous approved car park entrance sign is not installed as this would amount to an unnecessary proliferation of such signs and only the minimum number of signs necessary to identify the store and car park should be required to reduce visual impact in the interests of protecting the character and appearance of the Conservation Area.

The sign would not harm the residential amenities of the area because it is non-illuminated and would not appear more intrusive than the previous sign which was within the same existing frame.

The sign would not affect highway safety as it is within a long-standing existing frame structure so there has always historically been a sign in this location and the sign itself is raised at least 2.7 metres above the road level and not blocking the visibility of the road and vehicles from drivers leaving or entering the site.

CONCLUSION / PLANNING BALANCE

The proposal would not harm the character and appearance of the Conservation Area providing the previous approved car park sign is removed from the scheme. It would not harm residential amenity or highway safety. 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: 27.6.22

X *B.J. Haywood*

Signed by: Ben Haywood

On behalf of Staffordshire Moorlands District Council