**DELEGATED DECISION REPORT**

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| **SMD/2019/0624**<br>**Valid 30/10/2019** | **2 CROSS STREET**<br>**BIDDULPH** | **ADVERTISING CONSENT FOR 3 NO. NON-ILLUMINATED FASICA SIGNS, 1 NO. NON-ILLUMINATED HIGH LVELE SIGN, 1 NO. NON-ILLUMINATED BESPOKE FENCE SIGN, 1 NO. VINYL WINDOW SIGN & 2 NO. NON-ILLUMINATED PARKING SIGNS**<br><br>**(ADVERTISEMENT CONSENT)** |

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**MAIN ISSUES**

- Principle of Development
- Design and Amenity
- Impact on Public Safety

**DESCRIPTION OF SITE**

This application site relates to a No. 2 Cross Street which is a Funeral Directors located within the settlement boundary for Biddulph. The shop fronts the highway of Cross Street and is located on a corner plot.

The shop has car parking space to the rear of the shop.

**PROPOSAL**

Advertisement Consent for:

- 3 No. non-illuminated fasica signs,
- 1 No. non-illuminated high-level sign,
- 1 No. non-illuminated bespoke fence sign,
- 1 No. vinyl window sign,
- 2 No. non-illuminated parking signs

To display the adverts for the funeral directors shop and site.

It is noted that the development is now part-retrospective.

**SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS**

SMD/2015/0640 – Replace display windows and frames to existing frontage, single storey mortuary extension and extension of flat roof. APPROVED.

**CONSULTATIONS**

**Publicity**

Site Notice expiry date: N/A
Neighbour consultation period ends: 20/11/2019
Press Advert: N/A

**Public Comments**

None received.

**Town / Parish Comments**

Non-illuminated signs preferable. There was consideration as to whether this would affect the war memorial. No adverse comments.

**Staffordshire County Council Highways**

No Objection.

**Severn Trent Water**

No objection.

**OFFICER COMMENTS**

Principle of Development

Being within the town development boundary, development may be considered acceptable in principle. Certain forms of advertisement signs or notices can be implemented without advertisement consent being needed, subject to specific limits on size and design appearance. The topic is covered extensively in the Government's on-line Planning Practice Guidance.

Paragraph 132 of the NPPF (2021) sets out 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."

Accordingly only matters of amenity and public safety can be taken into account when dealing with an application for advertisement consent.

Design and Public Amenity

Some of the adverts are already in place. The three non-illuminated fascia signs provide smart signage that compliments and lifts the front and blank end elevation of

the building. It sits across the parapet top edge of the building in a location that appears purpose made for signage. There was existing signage, however the signage is being changed due to a change in colour scheme. The new font and colour scheme are considered appropriate, and the other proposed signage is of similar designs.

The non-illuminated vinyl window sign, non-illuminated bespoke fence sign and non-illuminated parking signs are all of a similar design and in similar colours and fonts and are therefore considered acceptable. The signs in the windows do not result in a cluttered appearance.

There is a large high level sign proposed at 1.2m tall and 2m in width is overly large for its location on the side of a dwelling. It would be visually dominant in the street scene to the point that it would detract from the general appearance of the immediate area. The structure would introduce a new aspect to the street scene and due to its size and prominence would be harmful to the visual amenity of the area. Given it's scale and form and lack of context, and not obviously directly associated with the premises, it is not considered acceptable.

Public Safety

The highway authority have no objection to the proposed application. All the proposed signs are non-illuminated and therefore do not pose any risk to public safety.

**CONCLUSION / PLANNING BALANCE**

The proposed 3 No. non-illuminated fasica signs, 1 No. non-illuminated bespoke fence sign, 1 No. vinyl window sign and 2 No. non-illuminated parking signs would not adversely affect public safety or amenity. They would appear as appropriate signage for the building and site.

The proposed high-level sign located on the gable end is not considered appropriate due to its overly large size for its location on the side of a dwelling. It would be visually dominant in the street scene to the point that it would detract from the general appearance of the immediate area. The structure would introduce a new aspect to the street scene and due to its size and prominence would be harmful to the visual amenity of the area. Given it's scale and form and lack of context, and not obviously directly associated with the premises, it is not considered acceptable.

**OFFICER RECOMMENDATION : Part Approval, Part Refusal**
**Case Officer: Nicole Quinn**
**Recommendation Date: 05/04/2023**

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Signed by: Ben Haywood

**On behalf of Staffordshire Moorlands District Council**