

DELEGATED DECISION REPORT

SMD/2022/0357
Valid 11/07/2022

LAND OFF THE A523
CHURNET WAY
LEEK

THE INSTALLATION OF A
FREESTANDING TOTEM SIGN.

(ADVERTISEMENT CONSENT)

MAIN ISSUES

- Principle
- Impact on Visual Amenity
- Impact on Neighbour Amenity
- Highway Safety

DESCRIPTION OF SITE

The application site relates to a new McDonald's on land off Churnet Way in Leek. Consent was recently granted ref (SMD/2022/0361) for the erection of a restaurant with drive-thru facility and associated works such as parking and landscaping. The site is located within a retail park and is located adjacent to Sainsburys and its associated car park. The application site is not located within any areas of designated interest.

PROPOSAL

Consent is sought for the erection of a free standing totem sign. The application originally proposed a 12m totem sign. During the course of the application the totem has reduced to a maximum height of 6.5m.

RELEVANT LOCAL AND NATIONAL PLANNING POLICIES

Local Plan

SS1 Development Principles
DC1 Design Considerations
T1 Development and Sustainable Transport
SS5 Leek Area Strategy

National Planning Policy Framework

Section 12

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

SMD/2022/0361- Erection of freestanding restaurant with drive-thru facility, car parking, landscaping and associated works, including Customer Order Displays (COD) and Play Frame.- Approved

NMA/2023/0017- Non material amendment relating to SMD/2022/0361 - The introduction of 2 no. EVCP bays and 1 no. additional cycle stand- pending

DOC/2023/0049- Discharge of condition 14 relating to SMD/2022/0361- Approved

DOC/2023/0052- Discharge of condition 4 relating to SMD/2022/0361- pending

SMD/2022/0358- Various site signage including 4 no. freestanding signs, 3 no. banner units, 1 no. playland sign and 29 no. dot signs- Pending

CONSULTATIONS

Publicity

Site Notice expiry date: 16.07.2022
Neighbour consultation period ends:16.08.2022
Press Advert: N/A

Public Comments

No comments received within consultation period

Town / Parish Comments

No comments received within consultation period

Environmental Health

No objections subject to conditions

Staffordshire County Council Highways

No objections subject to conditions

OFFICER COMMENTS

Principle of Development

The application relates to an approved McDonald's site and the application proposes signage to match McDonald's Restaurants nationwide branding. The development is therefore acceptable in principle subject to the development complying with the Local Plan.

Design and Impact on Visual Amenity

Policy SS 5 states that the Council and its partners will seek to consolidate the role of Leek as the principal service centre and a market town and support its regeneration.

Policy DC 1 states that all development shall be well designed and reinforce local distinctiveness by positively contributing to and complementing the special character and heritage of the area in line with the Council's Design Guide SPD.

The Staffordshire Moorland Design Guide SPD states that for Shopfronts and Signs that signage should complement the frontage and be well proportions and illumination of signs should be discreet.

The application site fronts Churnet Way therefore the site is visible from the public highway.

The application is one of three applications for advertisement consent and the impact of the signs on the visual amenity of the area have been assessed separately but with consideration of the cumulative impact of all the signage proposed.

The application originally proposed the erection of a 12m totem sign. Concerns were raised with the applicant's agent as it was considered that the sign was inappropriate as it would result in an incongruous addition. Subsequently the applications agent has submitted an amended plan reducing the height of the totem to 6.5m. This sign would be sited on the southwest corner of the site adjacent to the roundabout serving McDonalds and adjoining businesses. Adjacent to the McDonalds site is Sainsburys. At the same roundabout there is an existing 6.5m totem sign which displays advertisements for Sainsburys and the businesses located within Sainsburys. The proposed sign would therefore not look out of character in this area in terms of its size and location. The sign would also been seen in context with the other signs of the McDonalds building as well as the other commercial businesses when approaching the site from Churnet Way. It is therefore considered that the reduction of this sign is in size to a maximum height of 6.5m is considered acceptable.

Amenity

Due to the nature of the development there are no immediate dwellings that could be impacted by the development.

Highway Safety

The highway authority has considered the details of the application and had no objections to the development subject to conditions relating to the illumination of the signage. As such the development is considered to have an acceptable impact on highway safety.

CONCLUSION / PLANNING BALANCE

It is for the above reasons and having regard to all material considerations and matters raised that the application is recommended for approval.

OFFICER RECOMMENDATION :

That advertisement consent be granted subject to conditions

Case Officer: Rebecca Bowers

Recommendation Date: 31.07.2023

X 

Signed by: Jane Colley Signature

On behalf of Staffordshire Moorlands District Council