

DELEGATED DECISION REPORT

SMD/2023/0189
Valid 03/07/2023

LEEK COLLEGE
STOCKWELL STREET
LEEK

APPLICATION FOR
ADVERTISEMENT CONSENT
TO DISPLAY ARTWORK ON
THE 3-PANEL NOTICE BOARD
APPROVED IN SMD/2020/0204
OF 21/10/2020 IN
ACCORDANCE WITH
CONDITION NO 4 OF THAT
PERMISSION

(ADVERTISEMENT CONSENT)

MAIN ISSUES

- Considerations affecting public safety and amenity, in accordance with the provisions of the NPPF.

DESCRIPTION OF SITE

The pedestrian access from Stockwell Street to Leek College and the Nicholson Institute the Grade II* listed building.

The existing paved access runs between two brick gate pillars, forming a gap between buildings occupied by a dentist on one side and a residential cottage on the other. Two square bollards in the access prevent vehicles from entering at this point.

To the east of the access, behind the wall, there are some project signs and banners displayed on a timber frame.

PROPOSAL

The application is to comply with condition 4 of planning permission SMD/2020/0204 – the planning permission granted for the installation for the gateway art work and the steel structure to frame three advertisement displays. Details of the advertisement to be displayed within the installation were reserved by condition.

With this application for advertisement consent and compliance with condition 4 it is proposed to display the printed logo of the college on the central panel with fretted steel art work in the panels either side, continuing the style and design of the entrance installation. The steel artwork has already been installed and can be seen in photographs submitted with the application and taken by the officer on site.

Each display stands just above the coping stone of the brick dwarf wall to the pavement edge, the cubed profile steel frame is supported and free standing on legs that sit into the ground behind the wall.

National Planning Policy Framework

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

SMD/2020/0204 Installation of archway over existing pedestrian access to college and erection of steel supports and frames for display of panels. APPROVED.

CONSULTATIONS

Publicity

Site Notice expiry date: 10th Aug 2023

Neighbour consultation period ends: 10th Aug 2023

Press Advert: Leek Post and Times comments by 2nd August 2023

Public Comments

None

Town / Parish Comments

Leek Town Council: No objection. Not un-neighbourly

Staffordshire County Council Highways

No objection. The owner of the premises is required to take responsibility for the fixtures and fittings associated with the feature and be liable for future maintenance and any claims made.

Conservation Officer

No comments. no objection.

OFFICER COMMENTS

The advert would not affect public safety. It would be a display primarily for pedestrians who would view it from the safety of the pavement at a point where there is room for others to pass without stepping into the highway. The advert would be located behind a wall and would not cause obstruction to the footway. It would not be illuminated or in any way distracting to motorists.

The advert would be modestly sized within a simple frame structure where it would complement the adjacent access and art installation without detracting from it. There would be no illumination that might affect the residential neighbour.

The fretted steel art work is successful and continues the theme of the entrance installation and continues and adds detail to the artwork.

CONCLUSION / PLANNING BALANCE

The advertisement displays would not adversely affect public safety or amenity.

OFFICER RECOMMENDATION : APPROVE

Case Officer: Ben Hurst

Recommendation Date: 24/08/2023

X 

Signed by: Jane Colley Signature

On behalf of Staffordshire Moorlands District Council