

DELEGATED DECISION REPORT

SMD/2022/0356
Valid 11/07/2022

LAND OFF THE A523
CHURNET WAY
LEEK

INSTALLATION OF 6 NO.
FASCIA SIGNS, 3 NO. BOOTH
LETTERING SIGNS AND 1 NO.
15"" DIGITAL BOOTH
SCREEN.

(ADVERTISEMENT CONSENT)

MAIN ISSUES

- Principle
- Visual Amenity
- Residential Amenity
- Highways

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

Advertisement consent is sought for the erection of a number of signs on the McDonald's building and within its forecourt. The advertisement signs are as follows:

3 x White Acrylic Text Sign ' McDonalds' – 7202W X 100D X 800H internally illuminated

2 x Yellow Acrylic Symbol ' Golden Arches' 1600w x 100 x 1400h – Internally Illuminated

1x Yellow Acrylic Symbol ' Golden Arches' 1800h x 100 x 1575h – Internally Illuminated

1x Digital ; Re Connect Screen – Single sided PPC aluminium housing panel with internally mounted digital media fixed to cash booth windows- grey Ral – 350w x 30d x 255h – illuminated

2 x White acrylic text ' Collect' – 1222w x 25d x 460h internally illuminated
1 x White acrylic text ' Pay ' – 1222w x 25d x 460h internally illuminated

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

SMD/2022/0357- installation of free standing totem sign – pending

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

CONSULTATIONS

Publicity

Site Notice expiry date: 17.08.2022
Neighbour consultation period ends:26.08.2023
Press Advert: N/A

Public Comments

One letter of representation has been received with concerns regarding the McDonalds site. These comments do not relate to signage.

Town / Parish Comments

None received within consultation period

Environmental Health

No objection subject to conditions

Staffordshire County Council Highways

No objection 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

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.

This application relates to the erection of the signage on the McDonalds building. The signages includes the 'McDonalds' Text to three elevations, and Golden Arch' to two Elevations. 'Collect' and 'Pay' text at the drive through as well as one digital screen at the ' Pay' drive through window. These are all to be expected as they are McDonalds branding and identity the site as a McDonald's with the drive through

signage and screen providing customers with clear instructions. None of these signs are considered to result in dominant or intrusive additions and therefore are considered to have negligible impact on the visual amenity of the area. Furthermore, the signage will be seen again a backdrop of existing commercial development adjacent to the site.

Amenity

There are no immediate dwellings that could be impacted by the development. The conditions recommended by environmental health relating to neighbour amenity will not be attached for this reason. The brightness of illumination will be protected by the conditions recommended by highways

Highway Safety

The highway authority has considered the details of the application and recommended 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

Case Officer: Rebecca Bowers

Recommendation Date: 07.11.2023

X 

Signed by: Ben Haywood

On behalf of Staffordshire Moorlands District Council