

## DELEGATED DECISION REPORT

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**SMD/2024/0096**  
**Valid 27/02/2024**

**DERELICT GARAGE**  
**BROAD STREET**  
**LEEK**

**DIRECTIONAL AND**  
**INFORMATION SIGNAGE FOR**  
**BUSINESS USE, PLACED ON**  
**ACCESS WAY AND**  
**ENTRANCE GATES.**  
**(ADVERTS ALREADY**  
**DISPLAYED)**  
**(ADVERTISEMENT CONSENT)**

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### MAIN ISSUES

- Public Amenity
- Public Safety

### DESCRIPTION OF SITE

The adverts have already been displayed at the Broad Street access to an area where old lock up garages have been demolished. The garages have been replaced by containers advertised as 'self-storage' units.

The access is provided by a narrow gap between a car sales place 'Premier Garage' and a car repair garage. The adverts are displayed on adjacent railings and the site gate that is set well back from the highway.

### THE APPLICATION

Advertisement consent is sought for access business adverts already displayed. They include an advert attached to railings to the side of the access, on a gate set well back from the highway, and parking bollards to the side of the Premier Garage parking area.

### RELEVANT LOCAL AND NATIONAL PLANNING POLICIES

#### Local Plan Development Plan Document (Adopted 2020)

S01 Spatial Objectives  
SS1 Development Principles  
SS8 Larger Village Strategy  
DC1 Design Considerations  
T1 Development and Sustainable Transport

#### National Planning Policy Framework

### SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

None relevant

## **CONSULTATIONS**

### **Publicity**

Site Notice expiry date: 23/04/2024

Neighbour consultation period ends: 23/04/2024

Press Advert: N/A

### **Public Comments**

None

### **Town / Parish Comments**

**Leek Town Council:** Signage should be proportionate and not obtrusive to the residential area.

### **Staffordshire County Council Highways**

No objection

## **OFFICER COMMENTS**

Paragraph 141 of the NPPF identifies that the quality and character of places can suffer when advertisements are poorly sited and designed. Advertisements should be subject to control only in the interests of amenity and public safety, taking into account cumulative impacts.

The adverts are located between existing businesses in an area that is commercial in character. The advertisement boards attached to gates and railings are not prominent or overly intrusive to the street scene and have no overall affect on amenity.

They do not cause a distraction or impair visibility, and as such there is no adverse impact on highway safety.

## **CONCLUSION / PLANNING BALANCE**

Advertisement consent should be granted.

**OFFICER RECOMMENDATION :    APPROVE**

**Case Officer: Ben Hurst**

**Recommendation Date: 23/04/2024**

X *J. Colley*

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Signed by: Jane Colley Signature

**On behalf of Staffordshire Moorlands District Council**