

DELEGATED DECISION REPORT

SMD/2024/0300
Valid 08/07/2024

KENNELS
SERENDIPITY LEEK ROAD
MOORVILLE
CELLARHEAD

CONSENT TO DISPLAY TWO
1M X 1M SIGNS IN THE SHAPE
OF A 'V'

(ADVERTISEMENT CONSENT)

MAIN ISSUES

- Public amenity
- Public safety.

DESCRIPTION OF SITE

The site consists of the grass verge immediately adjacent to Serendipity Animal Lifeline dog rescue, and is within the adopted highway.

PROPOSAL

The application seeks retrospective planning permission for signage, consisting in two 1 metre by 1 metre boards fitted to a timber frame, in the shape of a 'V'.

The applicant was invited to submit revised plans showing the proposal outside of the adopted highway, however no plans were received.

RELEVANT LOCAL AND NATIONAL PLANNING POLICIES

Staffordshire Moorlands Local Plan (Adopted 2020)

SS1 Development Principles
SS2 Settlement Hierarchy
SS10 Other Rural Areas Strategy
DC1 Design Considerations

National Planning Policy Framework

Paragraph(s) 1 -14, 47, 131, 135.

Section(s) 4 – Decision making, 12 – Achieving well designed and beautiful places.

Adopted Supplementary Planning Documents/Guidance (SPD/G):

- Design Principles for Development in the Staffordshire Moorlands
- Staffordshire Moorlands Design Guide SPD
- Space About Dwellings SPD

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

- SMD/2023/0344. DESCRIPTION: Certificate of Lawfulness (Existing) for 2 containers and 2 lorry bodies for storage. DECISION: Lawful - Cert of Lawful Use (Existing)
- SMD/2023/0144. DESCRIPTION: Retrospective planning permission for 2 containers and 2 lorry bodies on-site. DECISION: WDN
- SMD/2001/1357. (OLD REFERENCE: 01/01007/FUL). DESCRIPTION: Replacement kennels. DECISION: APPROVED
- SMD/1994/0775. (OLD REFERENCE: 94/00694/OLD). DESCRIPTION: NON ILLUMINATED SIGN BOARDS. DECISION: MIXED
- SMD/1993/0616. (OLD REFERENCE: 93/00676/OLD). DESCRIPTION: KENNEL BLOCK (SECTION 63 SUBMISSION). DECISION: APPROVED
- SMD/1982/0233. (OLD REFERENCE: 82/11253/OLDDC). DESCRIPTION: Removal of planning permission. DECISION: APPROVED

CONSULTATIONS

Publicity

Site Notice expiry date: Expired.
Neighbour consultation period ends: Expired.
Press Advert: N/A

Public Comments

None.

Town / Parish Comments

None.

Staffordshire County Council Highways

Recommend refusal on the grounds that the development is within the adopted highway.

OFFICER COMMENTS

The application is for advertisement consent for two standalone signs affixed to timber frames, forming the shape of a 'V'. The application raises consideration of public safety. It appears that the application is retrospective.

Public Safety

The signs are adjacent to the busy A520, which has a signposted limit of 60mph, and therefore public safety for both pedestrians and vehicles must be considered. The County Highways Officer has assessed the application and has recommended the refusal of the application on the grounds of highway safety, as the proposed signs are within the adopted highway and obscure the visibility splay from the access road to the Animal Lifeline site onto the public highway which is the main A520. As such there is conflict with relevant parts of Policy DC1 and the NPPF.

Public amenity

The design of the advert including its size, its makeshift appearance and bold colour is not considered to be inkeeping with the character and appearance of this rural countryside location which is also in the Green belt. As such it is contrary to relevant parts of Policy DC1 and the NPPF which seek to ensure that the character and quality of the environment is not harmed by inappropriate signage

CONCLUSION / PLANNING BALANCE

The proposed development is recommended for refusal on the grounds of public safety and public amenity as discussed above. It is contrary to policies in the Development Plan.

OFFICER RECOMMENDATION : REFUSE.

Case Officer: Reuben Berriman

Recommendation Date: 03/09/2024

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Signed by: Jane Curley

On behalf of Staffordshire Moorlands District Council