

Charlie Brown

From: Hannah Varley <Hannah.Varley@highpeak.gov.uk>
Sent: 26 June 2024 14:27
To: Sarah Carpenter
Subject: SMD/2024/0207

Good afternoon Sarah,

I hope you are still well!

I am getting in touch to provide you with an update regarding SMD/2024/0207 at MCDONALD'S Churnet Way, Leek.

Following discussion with my manager, I can confirm that unfortunately, the Council will be refusing the application. This is for similar reasons to the previous advertisement applications which were submitted for the site (SMD/2022/0358 and SMD/2024/0022), which included the same type of banner signs. The Council continue to hold the view that there is already a plentiful amount of signage on site and that this additional excessively large sign would create visual clutter at the site.

There are no amendments which I am able to suggest to overcome the issue, therefore I will be proceeding ahead with a refusal of the application. Of course, your clients can exercise their right to appeal against our decision if they wish to.

Kind regards,

Hannah Varley Trainee Planning Officer

(She/Her)

Development Services

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