

St Andrews Castle 33 St Andrews Street South Bury St Edmunds IP33 3PH

Staffordshire Moorlands District Council

Via Planning Portal

Your Ref: 1716/Banners/052024

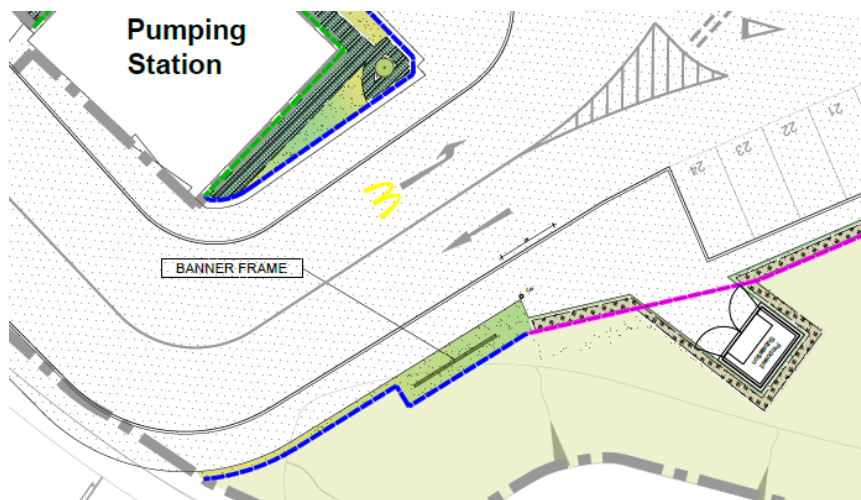
02/05/2024

Dear Sirs,

McDonald's Restaurant, Churnet Way, Leek, ST13 8YQ

Installation of one banner to south of the site

Please find attached an application for the installation of one banner sited at the rear of the site, positioned adjacent to the access/egress and the electrical kiosk.



Extract from drawing 12385 AEW 1716 1008A

The banners are a useful advertisement tool to promote new products or limited period deals to customers. The introduction of a banner reduces ad hoc advertisements and manages the placement of temporary hoarding.

During the original application for car park signage and drive thru menu board. three banners were proposed but removed from the scheme during the application to ensure acceptability for the rest of the proposal. (SMD/2022/0358)

A later application was submitted for 3 banners, which reflected the original positioning of these signs and was refused on 8<sup>th</sup> March 2024 (SMD/2024/0022) for the following reason:

*The proposed signage is considered excessive, in terms of its size and its accumulation with all of the other signage on site. The addition of the three large banner signs would be considered to create visual clutter at the site and is thus considered as an unnecessary addition which would be harmful to the visual amenity of the immediate neighbourhood. The proposal would therefore not comply with Policy DC1 of the Staffordshire Moorlands Local Plan (2020) or Section 12 of the National Planning Policy Framework.*

These comments have been reviewed and addressed with the current scheme, which includes one banner and this is sited at the rear of the site and adjacent to the approved fence, with minimal impact to the surrounding area and no cumulative impact within the site.

As stated above, this revised scheme has taken account the previous reason for refusal and has been reduced to reflect and sited at the rear of the site, with minimal impact to visual amenity of the immediate neighbourhood.

If you have any queries relating to this application, please do not hesitate to contact us.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'SC pA', written in a cursive style.

**Sarah Carpenter**

sarah@planware.co.uk