

## DELEGATED DECISION REPORT

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**SMD/2024/0327**  
**Valid 21/08/2024**

**LAND OFF TENFORD LANE**  
**TENFORD LANE**  
**TEAN**

**APPLICATION FOR CONSENT**  
**TO DISPLAY AN**  
**ADVERTISEMENT -**  
**5 FREESTANDING SIGNS**  
**COMPRISING 1 X STACK SIGN**  
**AND STREAMER PANEL 4**  
**FLAG SIGNS.**

**(ADVERTISEMENT CONSENT)**

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### MAIN ISSUES

- The impact on the character and appearance of the area
- The impact on highway safety

### DESCRIPTION OF SITE

The site is on the north side of Tenford Lane which runs along the north edge of the village and marks the Development Boundary of Upper Tean. It comprises a housing development of 40 dwellings currently under construction on former agricultural land. The lane provides the access to the housing development and there are rows of existing dwellings facing the lane on the south side.

### PROPOSAL

This is an Advertisement Consent application for a “stack sign” and four flags placed close to the access to the housing development and which would advertise the new houses for sale. The stack sign is rectangular and would have a height of 5.2m with the metal sign panels being raised 1.8m from the ground supported by metal poles. The would be placed behind a new brick wall and piers structure forming an entrance feature which is immediately to the right of the new access. The advertisement panels appear above the wall. The sign states the name of the new development, what dwellings are for sale and also includes a directional arrow. The colours are mostly red and white. Either side of the stack sign is a red “Markden Homes” flag on white metal poles with a height of 5.3m. Two further flag signs would be placed a short distance along Tenford Lane to the east, separated by gaps of about 15 metres and placed immediately behind the existing road-side hedgerow. The stack sign and two flags adjacent to it are already in place and so this is a part retrospective application with the two remaining flags applied for being proposed and not in place.

None of the signs are illuminated (either internally or externally e.g. via uplighters).

The signs applied for are temporary signs which the applicant states will be removed in 18 months.

There was also a smaller customer directional sign in place immediately next to the lane to the front of the new wall and stack sign but this has been removed due to concerns raised by the local highways authority who considered it obstructed the visibility of the lane for drivers leaving the new access road onto the lane. The sign was removed by the time of the Case Officer site visit (as the site photo's reveal).

## **RELEVANT LOCAL AND NATIONAL PLANNING POLICIES**

### **Local Plan (Adopted September 2020)**

DC1 – Design Considerations

### **National Planning Policy Framework (December 2023)**

Sections 12 (Design).

## **SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS**

SMD/2024/0031: Variation of Condition for the Reserved Matters approval SMD 2021 0491 in relation to outline permission SMD 2016 0811. This is the approved scheme currently under construction.

## **CONSULTATIONS**

### **Publicity**

Site Notice expiry date: 15.10.24  
Neighbour notification expiry date: 15.10.24  
Press advert: N/A

### **Public Comments**

None.

### **Cheadle Town Council**

No objection.

### **Local Highways Authority**

Recommends refusal and comments as follows:

*The majority of the signs are off the highway, are static display, contain no directional element and are unlit. However, the sign 'Customer Parking' which is not listed on this application but is nonetheless a fixed sign, is located at least partially on highway, contains a directional element, an arrow pointing into the site, and is sited in the visibility splay of the site access.*

*The arrows on the 'Customer Parking' and the larger 'Tea Valley View' signs are relatively small and are unlikely to be confused with a highway sign or confuse the average, reasonable driver. These will be acceptable if sited off the highway.*

*The 'Customer Parking' sign is sited at least partially in the highway. An agreement with SCC Highways would be required for this. This sign does not meet standards in TSRGD and cannot contain a directional element if sited on the highway. To compound this, this sign has been placed within the visibility splay for the access to the site. Tenford Lane rises to the east of the access, though this will still obstruct visibility to the east of the site. This sign will need to be relocated out of the visibility splay and off highway land.*

*The location of the moveable 'Marketing Suite This Way' may be more appropriate.*

*There are no fundamental objections to the flag type signs or to the Tea Valley View sign, but the Customer Parking sign needs to be included in the application and relocated.*

## **OFFICER COMMENTS**

The height, scale, design and purpose of the two types of sign i.e. the stack sign and flag sign are not inappropriate to advertise a major housing development. The existing stack sign and flag signs are placed behind a built feature, the “gateway” style entrance to the new housing estate and so the siting is acceptable. The total number of signs seems excessive for the intended purpose of advertising the new houses and this sort of proliferation, including two new signs further along the road behind the hedge is also unnecessary given that users of the lane going in either direction would easily notice the existing stack sign and two adjacent flag signs (the flag signs are used to advertise the developer) but as stated, the signs in themselves are of an appropriate size and design and given that all the signs are temporary, intended to be removed within 18 months after the development is complete, it is not considered a refusal based on harm to the character and appearance of the area (which is the edge of a large village and built up area), would be sustainable.

The local highways authority objected to a Customer Parking sign as it was considered to interfere with the highway. However, this has been removed. Despite their visual prominence, it does consider the stack sign and flag signs would be a significant distraction to the extent that they would harm highway safety and does not object to those signs.

## **CONCLUSION / PLANNING BALANCE**

The existing and proposed signs would not harm the visual amenities of the area or highway safety and a condition will be added requiring their removal after 18 months when the housing development should be complete and fully occupied or sold. The proposal would therefore comply with the Council's Local Plan and government planning guidance in the National Planning Policy Framework (NPPF) and therefore Advertisement Consent should be granted.

**OFFICER RECOMMENDATION :    APPROVE**

**Case Officer: Chris Johnston**

**Recommendation Date: 16.10.24**

X *B.J. Haywood*

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Signed by: Ben Haywood

**On behalf of Staffordshire Moorlands District Council**