

DELEGATED DECISION REPORT

SMD/2024/0333 Valid 14/10/2024	26 HIGH STREET CHEADLE	PROPOSED NEW ADVERTISEMENT AND SIGNAGE ALONG HIGH STREET.
(ADVERTISEMENT CONSENT)		

MAIN ISSUES

- Principle of development
- Character and appearance
- Impact on public safety
- Impact on amenity

DESCRIPTION OF SITE

A two storey terrace within a prominent location in the high street of Cheadle. The building comprises of two retail units previously used as a charity shop and to be converted into a Bank Hub Service; both come under Class E use Commercial, Business and Services. It has a modern glass shop front and is sandwiches between two commercial units of similar character and glass shop fronts. At the time of visit, the proposed works under this application have been implemented.

The site lies within the Cheadle’s development boundary and designated Conservation Area.

PROPOSAL

Planning permission is sought for the erection of new fascia signage and a hanging sign. The fascia will sit above the glass front and the hanging sign to the right of the building. Both are illuminated by trough lighting.

The applicant seeks to illuminated signage within the shop windows. These will be internal and would not require planning consent.

RELEVANT LOCAL AND NATIONAL PLANNING POLICIES

Staffordshire Moorlands Local Plan (Adopted Sept 2020)

SS2 Settlement Hierarchy
DC1 Design Considerations
T1 Development and Sustainable Transport

National Planning Policy Framework

Paragraph 141

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

SMD/1987/0537	Change of use from Jewellery shop to estate agents/ building society agent	Refused
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CONSULTATIONS

Publicity

Site Notice expiry date: 2/12/24

Neighbour consultation period ends: 13/11/24

Public Comments

Cheadle Town Council

Staffordshire County Council Highways

None

No objections

No objection subject to condition

Environmental Health

No objection

OFFICER COMMENTS

Principle of development

The application site is located within the Development Boundary of Cheadle; a 'town' as identified by Local Plan policies SS2. The policy supports future growth in these settlements and to strengthen their role as service centres.

The proposal is for the installation of signage in conjunction with a business unit on prominent strip of Cheadle's High Street. It is therefore considered that the principle of the development will meet the aims of the Cheadle Area Strategy.

Character and Appearance

DC1 and DC2 of the Staffordshire Moorlands Local Plan states all development should be well designed to respect the site and its surroundings. Within Conservation Areas the Council will safeguard and, where possible, enhance the historic environment.

The proposed adverts are due to the fact that the premises are being taken over by a new tenant. The proposed fascia will measure 4.9m long x 0.7 high on fascia board and be illuminated. The lettering will be white advertising "Bank Hub". The projecting signage hanging to the far right of the building will be illuminated. It will be measured 0.35m by 0.60m.

Having visited the property after signage has been installed as shown below, the proposed signage would be sympathetic to the building and in keeping with the street-scene, enhancing what was previously there. The scheme is visually acceptable and accords with Policy DC1 and DC2.



The applicant has proposed three adverts with changeable graphics. However, these will be internal. This part of the scheme would not require planning consent.

Impacts on Public Safety

Local Plan policy DC1 and paragraph 127(f) of the NPPF (2019) seek to secure development that protects amenity, including residential amenity, in terms of satisfactory daylight, sunlight, outlook, privacy and soft landscaping.

The signage will be visible to drivers along High Street. They will be illuminated and sit typically above the shop window within a parade of shops with illuminated signage therefore, does not pose any risk to public safety.

Impacts on public amenity

The signages will sit no different to the signages that have been removed which front the public highway. The proposed hanging signage to the side will face the adjacent business unit has low illuminance and is modest in scale. Environmental Health have raised no issues subject to conditions regarding construction times/ days and, lighting; The first condition is redundant as works have already commenced. The signages will not detract from the public amenity.

In terms of materials, the materials used are no different to the signages within the street-scene.

The Highways Authority have been consulted on the application and raised no objections subject to condition requiring the signage to be maintained by the occupier which can be included on any decision notice.

CONCLUSION

In conclusion, it is considered that the proposed advertisements are considered acceptable in terms of public amenity and highway safety and a recommendation subject to standard advertisement conditions is made. The development is

considered to accord with the relevant policies contained in the Staffordshire Moorlands Local Plan (2020) and the NPPF (2023).

OFFICER RECOMMENDATION : Approval

Case Officer: Lisa Li

Recommendation Date: 4/12/24

X *B.S. Haywood*

Signed by: Ben Haywood

On behalf of Staffordshire Moorlands District Council