

DELEGATED DECISION REPORT

SMD/2024/0492
Valid 22/11/2024

CO-OP FOOD WEST
STREET
LEEK

**2 X PROJECTOR SIGNS TO
REPLACE CURRENT, WITH
ADDED CAR PARK
DIRECTIONAL ARROWS, 1 X
FENCE MOUNTED CAR PARK
SIGN, 1 X WALL MOUNTED
CAR PARK SIGN. ALL TO
REPLACE CURRENT, TO
PROVIDE CUSTOMERS WITH
BETTER DIRECTIONAL &
INFORMATIVE PARKING
INSTRUCTIONS.**

(ADVERTISEMENT CONSENT)

MAIN ISSUES

- Impact on Public Safety
- Impact on the amenity of the area (significance of the Conservation Area/designated heritage asset)

DESCRIPTION OF SITE

This application relates to a site positioned on the corner of Salisbury Street and West Street. The site relates to The Co-operative Food store and associated parking area. The site falls within the Leek Town Centre boundary and the Leek Town Conservation Area.

PROPOSAL

The proposal is to mount 2 new internally illuminated signs, to replace the existing, 1 fence mounted sign and 1 wall mounted sign. 1 projecting sign would be mounted on the front elevation of the property (West Street) and the other on the side elevation (Salisbury Street). The signs would be internally illuminated to 300 cd/m² and would be mounted at the specified height, sign size and type stated within the application form and document titled 31562v01. The 1 fence mounted sign would be mounted as per document titled 31562v01 Issue 7-20-12-24. The signs that would be mounted on the fence and wall would be unilluminated vinyl plates and would be mounted within the property boundary.

RELEVANT LOCAL AND NATIONAL PLANNING POLICIES

Local Development Plan Document (Adopted 2020)

S01 Spatial Objectives
SS1 Development Principles
SS5 Leek Area Strategy
DC1 Design Considerations
DC2 Historic Environment
T1 Development and Sustainable Transport

National Planning Policy Framework

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

SMD/2019/0276 Replace existing cedar panels on first and second floors with plain rendered panels to match existing coloured render. APPROVED.

SMD/2016/0593 Advertisement consent for 2x internally illuminated logo signs (A, B), 2x non-illuminated acrylic letters signs (C, D), 1x internally illuminated projection sign (E), 1x non-illuminated post mounted aluminium panel sign (F) APPROVED.

SMD/2015/0642 Display of x2 externally illuminated fascia signs, x1 internally illuminated projecting sign, x1 non-illuminated vinyl, x3 post mounted non-illuminated car park signs Approved

SMD/2015/0364 Variation of condition 5 (access, parking, servicing and turning areas) on SMD/2014/0012 Approved (reserved matters)

SMD/2014/0012 Change of use from offices to mixed use development of retail and residential Approved

CONSULTATIONS

Publicity

Site Notice expiry date: 28/12/2024
Neighbour consultation period ends: 28/12/2024
Press Advert: N/A

Public Comments

None

Town / Parish Comments

Leek Town Council: Awaited

Conservation Officer

Co-Op food is a building of a modern finish, which contributes poorly to the significance of the conservation area. The proposed illuminated signage will aid to exacerbate the harm to the conservation area and is considered inappropriate. Furthermore the addition of 'parking' emblems to the projector signs presents an overly convoluted and unnecessary excess of signage to the street scene. As such the proposal is considered to cause less than substantial harm to the conservation area.

Staffordshire County Council Highways

Site Visit Conducted on: 17-Dec-2024

No objection following the revision that repositioned the railing sign further from the car park access point where it would not obstruct visibility

The property is located on West Street (Road No. D1291) on the boundary of Leek Town Centre. West Street is a D classified road, is subject to a 30mph speed limit and benefits from streetlights and footways.

The signs to be mounted on the fence and wall are unilluminated vinyl plates and will be mounted within the property boundary. The instillation of the new signs does not have a detrimental impact on the highway and therefore, I have no objection to this proposal

OFFICER COMMENTS

Impact on Amenity/Significance of the Conservation Area

Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

In this case the adverts are described as 'replacements' however, that does not appear to be strictly the case. It is proposed to introduce an additional projecting sign to the east elevation/front of the building and two additional placard signs to the carpark area. A very simple projecting logo sign on the north elevation/side of the building would be replaced with a new projecting sign.

The existing building occupies a prominent corner position to a junction within the Conservation Area. It is an obviously commercial building of functional, mid to late 20th Century, design and appearance that is adjacent to Victoriana buildings and cottages that have more significance within the Conservation Area. Despite this juxtaposition the Co-op building retains simple and quiet form with simple and discrete logo signage but still has the clear presentation of a supermarket.

Both of the projecting signs proposed would be bulkier than the simple livery of the existing logo signs to include an additional parking symbol and directional arrow. The car park already has a sign on a post and two placard signs on the wall explaining customers can park for thirty minutes, the application proposes (as shown on submitted plans and photo montage) two additional placard signs to provide the same information, one to be attached to railings facing out to the street and the other to be attached to the wall above existing signs.

Overall, the proposal would result in a presentation of signage that would be unnecessarily prominent and intrusive. The projecting signs would be bulkier in size and form and result in a proliferation of logos and information, whilst adding to the number of signs added to the building.

There would be a clutter of adverts and signs both on the building and within the street scene. The additional signs would appear to provide superfluous and unnecessary customer information.

The proposed advertisements would be unacceptably harmful to the amenity of the area and cause less than substantial harm to the Conservation Area. The proposal contravenes policies DC1 and DC2 of the SMDC Local Plan 2020 and the terms of the NPPF. There are no public benefits that outweigh the less than substantial harm to the Conservation Area.

Highway/Public Safety

No issue arise

CONCLUSION / PLANNING BALANCE

The additional and replacement signs would result in an over proliferation and clutter of adverts and signs both on the building and within the street scene. Signs attached to the building would be bulky and at odds with the uniform appearance of the existing livery, with superfluous customer information and an overly prominent and intrusive appearance within the Conservation Area. Overall the proposed advertisements would be unacceptably harmful to the amenity of the area and cause less than substantial harm to the Conservation Area. The proposal contravenes policies DC1 and DC2 of the SMDC Local Plan 2020 and the terms of the NPPF.

OFFICER RECOMMENDATION : REFUSE

Case Officer: Ben Hurst

Recommendation Date: 17th January 2024

X 

Signed by: Ben Haywood

On behalf of Staffordshire Moorlands District Council