

DELEGATED DECISION REPORT

SMD/2025/0027
Valid 27/01/2025

**INDUSTRIAL
AGRICULTURAL
ENGINEERING
BROOKHOUSE WAY
CHEADLE**

FIVE SIGNS; 1X VINYL NON-ILLUMINATED SIGN IN SHOPFRONT, 1X WALL MOUNTED INTERNALLY ILLUMINATED PANEL SIGN ON EAST SIDE ELEVATION, 1X WALL MOUNTED INTERNALLY ILLUMINATED PANEL SIGN ON WEST SIDE ELEVATION, 1X DOUBLE POLE INTERNALLY ILLUMINATED DOUBLE SIDED BOX ESTATE SIGN AT FRONT OF SITE, AND 1X LOW LEVEL NON-ILLUMINATED SIGN AT PEDESTRIAN ENTRANCE OF SITE.

(ADVERTISEMENT CONSENT)

MAIN ISSUES

- Visual Amenity
- Residential Amenity
- Public Safety

DESCRIPTION OF SITE

This vacant site is located at the junction of The Green (A521) and Brookhouse Way to the Southwest of Cheadle, Stoke-On-Trent. The main body of the site is relatively flat and then rises approximately 2.5m along the existing HGV access to Brookhouse Way. The site was occupied by an employment use, Industrial Agricultural Engineering (IAE), who according to the applicant, have relocated to a new site outside the District (Stoke on Trent). The main access for the site is situated off The Green (A521) with minimal level change from the road to the site.

To the North of the site across the A521 there is a mixture of residential dwellings, small businesses, and a Petrol Filling Station. Then to the East of the site is mainly residential extending towards Cheadle town centre. It is estimated that the nearest residential properties are 50 metres away from the existing HGV access. Towards the South of the site is an existing industrial area with a small area of residential behind. A watercourse abuts the Western boundary of the site, over which is 'The

Huntsman' public house, a few residential dwellings and industrial and warehousing premises.

The site lies within the Cheadle Development Boundary and does not have a specific allocation in the Staffordshire Moorlands Local Plan.

Planning permission has been granted for the demolition of existing buildings on site and redevelopment to provide a foodstore (Class E) and associated access, car parking and landscaping works under SMD/2022/0244 and works appear to have commenced on site.

PROPOSAL

The proposed development consists of the installation of five signs, consisting of:

- 1x vinyl non-illuminated sign in shopfront.
- 1x wall mounted internally illuminated panel sign on East side elevation.
- 1x wall mounted internally illuminated panel sign on West side elevation.
- 1x double pole internally illuminated double sided box estate sign at front of site.
- 1x low level non-illuminated sign at pedestrian entrance of site.

RELEVANT LOCAL AND NATIONAL PLANNING POLICIES

Staffordshire Moorlands Local Plan (Adopted 2020)

SS1 Development Principles

1a Presumption in Favour of Sustainable Development

SS2 Settlement Hierarchy

SS7 Cheadle Area Strategy

DC1 Design Considerations

T1 Development and Sustainable Transport

National Planning Policy Framework

Paragraph(s) 1 – 14

Section(s) 4 – Decision making, 12 – Achieving well designed places

Staffordshire Moorlands Design Guide SPD

Part 6 – Shop Fronts

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

SMD/2007/0977 – Replacement steel framed industrial building. Approved.

SMD/2022/0176 – Screening opinion in respect of development proposals – demolition of existing buildings and redevelopment to deliver foodstore development. Pending.

SMD/2022/0244 – Demolition of existing buildings on site. Redevelopment to provide a foodstore (Class E) and associated access, car parking and landscaping works. Approved.

CONSULTATIONS

Publicity

Site Notice expiry date: 24/03/2025

Neighbour consultation period ends: 28/02/2025

Press Advert: N/A

Public Comments

No public comments have been received.

Town / Parish Comments

Cheadle Town Council has no objections to this development, and would support the application in principle, however we would note that any adverse impact on residential amenities should be avoided.

Environmental Health

Potential Areas Of Environmental Concern.

1. Timings (Construction Phases)
2. Lighting – (Condition Impacts)

Comment – Clarification has been provided by the applicant on the location of the illuminated signs and they advise the following – “we are of the opinion that the light emitted by this sign will not generate any notable impacts on the amenity of the occupiers of these properties, and that no further information is required on the matter. All other signs on site are either not illuminated, or entirely screened from view and therefore not visible to any residential properties.”

This advice can be accepted but we would advise the condition below is imposed to take account of it and protect residential amenity.

Recommendation and condition

Environmental Health have no objection to the proposed development subject to condition.

Staffordshire County Council Highways

Staffordshire County Council Highways have no objections to the proposed development subject to conditions.

OFFICER COMMENTS

Principle of Development

According to the Planning Practice Guidance: Regulation 3 requires that local planning authorities control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors.

Visual Amenity

The PPG continues: “Amenity” is not defined exhaustively in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. It includes aural and visual amenity (regulation 2(1)) and factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest (regulation 3(2)(a)).

It is, however, a matter of interpretation by the local planning authority (and the Secretary of State) as it applies in any particular case. In practice, “amenity” is usually understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement or site for the display of advertisements, where residents or passers-by will be aware of the advertisement.

So, in assessing amenity, the local planning authority would always consider the local characteristics of the neighbourhood: for example, if the locality where the advertisement is to be displayed has important scenic, historic, architectural or cultural features, the local planning authority would consider whether it is in scale and in keeping with these features.

This might mean that a large poster-boarding would be refused where it would dominate a group of listed buildings, but would be permitted in an industrial or commercial area of a major city (where there are large buildings and main highways) where the advertisement would not adversely affect the visual amenity of the neighbourhood of the site.

With regard to the Development Plan and other material considerations Policy DC1 seeks to ensure that all development is well designed and of a high quality, contributing to local distinctiveness and harmonising with sense of place. The Staffordshire Moorlands Design Guide SPD states that for Shopfronts and Signs, signage should complement the frontage and be well proportioned and illumination of signs should be discreet. The proposed development consists of the installation of five signs, consisting of:

- 1x vinyl non-illuminated sign in shopfront.

- 1x wall mounted internally illuminated panel sign on East side elevation.
- 1x wall mounted internally illuminated panel sign on West side elevation.
- 1x double pole internally illuminated double sided box estate sign at front of site.
- 1x low level non-illuminated sign at pedestrian entrance of site.

The proposed advertisements on the building would not result in a proliferation of signage or create visual clutter, given they would be set well apart from one another across three different elevations of the food store. In detail, the proposed advertisements in relation to the ALDI store are considered to be proportionate to its size and scale. The two wall mounted internally illuminated panel signs (one on the East side elevation and one on the West side elevation) would provide an acceptable display of signage. Furthermore, the vinyl non-illuminated advertisement adjacent to the store's customer entrance would be limited in size and scale and therefore would not dominate its frontage.

The proposed double pole internally illuminated double sided box estate totem sign at the front of the site would be 6.0 metres in height and would have a width of 2.45 metres. Totem signs with a 6.0 metre height have been approved at other supermarkets in the district, for instance at LIDL, Portland Street, Leek under the application SMD/2018/0185. It is similarly considered in this instance that the proposed totem sign would not amount to significant additional harm to the street scene.

The proposed low level non-illuminated sign at the pedestrian entrance of site would have a height of 1.4 metres and a width of 2 metres. The low level sign at the pedestrian entrance is considered to be proportionate in its size and scale, thus it is considered to comprise appropriate development in the context of the site.

The proposal, by virtue of its size, scale and siting does maintain the character of the area and is not harmful to visual amenity. The proposal would therefore accord with the provisions of local plan policy DC1 and section 12 of the NPPF in this regard.

Residential Amenity

Paragraph 135 f) of the NPPF seeks to secure a high standard of amenity for all existing and future occupants. Local Plan Policy DC1 requires development to achieve a satisfactory relationship to adjacent development and to not cause unacceptable effects by reason of visual intrusion, overlooking, shadowing, overbearing effect, noise, light pollution or other adverse impacts on local character and amenity.

Although three of the proposed signs would be illuminated, there would be no light pollution impact on neighbour amenity. The light emitted by these signs will not generate any notable impacts on the amenity of the occupiers of the nearby properties. All other proposed signs on site are either not illuminated, or entirely screened from view and therefore not visible to any residential properties.

Environmental Health are content with the locations of the proposed signage, subject to the illuminated signage scheme not increasing the pre-existing illuminance or causing glare at the adjoining light sensitive locations when the light (s) is (are) in operation. However this is not considered to be a reasonable condition, as the illumination of the signs are included on the application form, and indicate that the signs will have a maximum level of 108 candela/m2, which is not excessively bright.

Public / Highway Safety

Paragraph 109 of the NPPF states that patterns of movement, streets, parking and other transport considerations are integral to the design of schemes and contribute to making high quality places. Policy T1 seeks to provide safe and sustainable access and ensure that development does not lead to an increase in on street parking.

In the absence of any objection from the highway authority no highway safety implications are envisaged. Highways have stated that subject to a series of conditions, they do not believe that the proposed signage would have any kind of detrimental impact on highway safety.

Thus, the proposed development would have no impact on highway safety, in accordance with Policy T1.

There are no other public safety considerations in this instance.

CONCLUSION / PLANNING BALANCE

In conclusion the proposed scheme of advertisements would not harm amenity interests or public safety matters to comply with relevant local and national planning policy.

Accordingly, advertisement consent is recommended.

OFFICER RECOMMENDATION: APPROVE

Case Officer: Hannah Varley

Recommendation Date: 20/03/2025

X 

Signed by: Jane Colley Signature

On behalf of Staffordshire Moorlands District Council

