

DELEGATED DECISION REPORT

SMD/2025/0233
Valid 27/05/2025

**HOLLYBUSH HOTEL AND
RESTAURANT 1 STANLEY
ROAD
STOCKTON BROOK**

**ADVERTISEMENT CONSENT
FOR INSTALLATION OF 2X
CIRCULAR LOGO PANELS
AND 1X NAME BOARD**

(ADVERTISEMENT CONSENT)

MAIN ISSUES

- Impact on Public Safety
- Impact on the amenity of the area

DESCRIPTION OF SITE

A public house and restaurant that occupies a corner location in Stockton Brook adjacent to the Stanley Road junction with the A53. The premises has a significant width of elevation that faces onto Stanley Road.

PROPOSAL

The premises has changed its branding. Pre-existing signs have been replaced with materially the same adverts that display the new logo and branding.

Additionally, this application seeks consent to add:
a high-level circular sign in the apex of the street facing gable – above existing road level signage;
an eye level board adjacent to the existing roadside signage; and
a circular sign to be placed on the end west facing elevation

All signs are to be externally illuminated with low energy LED lights in warm white, they will be angled down and turned off outside business hours.

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

87/01024/OLD Neon strip lighting. REFUSED.

SMD/2017/0125 Erection of rear conservatory. APPROVED.

CONSULTATIONS

Publicity

Site Notice expiry date: 11th July 2025

Neighbour consultation period ends: 11th July 2025

Press Advert: N/A

Public Comments

None

Staffordshire County Council Highways

Site Visit Conducted on: 04-Jun-2025

Conditional.

The property is located on Stanley Road, Stockton Brook. Stanley Road is a C classified road (Road No.C0187), subject to a 40-mph speed limit and benefits from streetlighting and footways. Installation of 2x circular logo panels and 1x name board, a new circular logo sign is to be mounted on the western elevation.

All signs are to be externally illuminated with low energy LED lights in warm white, they will be angled down and turned off outside business hours. The illumination of the signs will be a max of 250 candelas per square metre (cd/m²). The illumination is in accordance with the Institution of Lighting Professionals, Brightness of Illuminated Advertisements 3rd Edition 2015 which states the appropriate luminance level for Zone E2 (E2 Low district brightness areas (e.g. rural or small village locations) with an illuminance area (m²) of up to 10 (m²) should be a maximum of 400 (cd/m²).

The signs will be mounted at the specified height, sign size and type and illumination as stated within the application form and submitted drawing 177789 (REV I).

The instillation of the new signs does not have a detrimental impact on the highway and therefore, I have no objection to this proposal (SMD/2025/0233) subject to the condition that:

signs will be mounted as specified height, sign size and type and illumination stated within the application form and drawing 177789 (REV I).

OFFICER COMMENTS

Impact on Amenity

Poorly placed or a proliferation of 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.

The highway authority appears to have assumed that some of the adverts would be 'replacements' and that some of the existing signs would be removed. It is not explicitly stated in the application that this would be the case. Preexisting signs have already been replaced with the new branding and logo and the proposal is to add additional adverts to the overall display.

On the principal north facing elevation that fronts the road, there would be a proliferation of large adverts that display essentially the same information within a close grouping. The high-level circular sign and the large eye level board would be in proximity of the existing roadside signage creating a clutter and excessive proliferation of signs that would dominate the architecture of the building.

An illuminated circular sign on the end west facing gable would be somewhat obscured from public vantage by a line of trees and shrubbery. However, it would face onto the rear elevation and garden of number 26 Leek Road and therefore have the potential to cause a nuisance.

Overall, the proposal would result in a presentation of signage that would be unnecessarily prominent and intrusive. The signs would result in a proliferation of logos, whilst adding to the number of signs displayed on 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. The proposal contravenes policies DC1 of the SMDC Local Plan 2020 and the terms of the NPPF.

Highway/Public Safety
No issue arises

OFFICER RECOMMENDATION : REFUSE

Case Officer: Ben Hurst
Recommendation Date:

X 

Signed by: Jane Curley

On behalf of Staffordshire Moorlands District Council