

Mrs Gillian Shepley
Ashleigh Signs
Ashleigh House
Beckbridge Road
Normanton
WF6 1TE

Mr Firth
EGO
THE HOLLYBUSH
1 STANLEY ROAD
STOCKTON BROOK
ST9 9NL

Application no: SMD/2025/0233

Determined on: 22nd July 2025

**Town and Country Planning Act 1990
Planning and Compensation Act 1991
Town and Country Planning (Control of Advertisement) (England) Regulations 2007
(as amended)**

REFUSAL OF CONSENT TO DISPLAY AN ADVERTISEMENT

Location of Development:

Hollybush Hotel and Restaurant, 1 Stanley Road, Stockton Brook, Staffordshire, ST9 9NL

Description of Development

Installation and display of 2x circular logo panels and 1x name board

In pursuance of their power under the above-mentioned Act, Staffordshire Moorlands District Council Planning Authority, **HEREBY REFUSE CONSENT** for the display of advertisements described above and shown in plans ref: 177789 (REV I) Pages 1- 8, submitted with the application, for the following reason:-

The additional signs, together with those that are existing, would result in an over proliferation and clutter of adverts and signs both on the building's principal elevation and within the street scene. Signs attached to the building would provide superfluous customer information and an overly prominent and intrusive appearance within the streetscene and local environment. An externally illuminated sign on the gable would face out over the neighbour's garden and toward their rear elevation and has the potential to cause nuisance. Overall the proposed advertisements would be unacceptably harmful to the amenity of the area. The proposal contravenes policy DC1 of the SMDC Local Plan 2020 and the terms of the NPPF.

X

J Curley

Signed by: Jane Curley

On behalf of Staffordshire Moorlands District Council

NOTES

1. If you are aggrieved by the decision of your local planning authority to refuse permission for the proposed development or to grant it subject to conditions, then you can appeal to the Secretary of State under section 78 of the Town and Country Planning Act 1990.
1. If the decision to refuse planning permission is for a householder application, and you want to appeal against your local planning authority's decision then you must do so within 12 weeks of the date of this notice.
2. If this is a decision to refuse planning permission for a minor commercial application, and you want to appeal against your local planning authority's decision then you must do so within 12 weeks of the date of this notice.
3. If this is a decision to refuse express consent for the display of an advertisement, if you want to appeal against your local planning authority's decision then you must do so within 8 weeks of the date of receipt of this notice.
4. If you want to appeal against your local planning authority's decision for any other type of development, including listed building consents then you must do so within 6 months of the date of this notice Appeals must be made using a form which you can get from the Secretary of State at Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN (Tel: 0303 444 5000) or online at <https://acp.planninginspectorate.gov.uk>
5. The Secretary of State can allow a longer period for giving notice of an appeal, but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal. The Secretary of State need not consider an appeal if it seems to the Secretary of State that the local planning authority could not have granted planning permission for the proposed development or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order.
6. If either the local planning authority or the Secretary of State refuses permission to develop land or grants it subject to conditions, the owner may claim that he can neither

put the land to a reasonably beneficial use in its existing state nor render the land capable of a reasonably beneficial use by the carrying out of any development which has been or would be permitted. In these circumstances, the owner may serve a purchase notice on the Council (District Council, London Borough Council or Common Council of the City of London) in whose area the land is situated. This notice will require the Council to purchase his interest in the land in accordance with the provisions of Part VI of the Town and Country Planning Act 1990.