

DELEGATED DECISION REPORT

SMD/2025/0255
Valid 03/06/2025

11 DERBY STREET
LEEK

**ADVERTISEMENT CONSENT
FOR THE CHANGING OF
WHSMITH BRAND TO
TGJONES. LIKE FOR LIKE
REPLACEMENTS.**

(ADVERTISEMENT CONSENT)

MAIN ISSUES

- Design
- Heritage

DESCRIPTION OF SITE

The site consists of a two storey 1980's red brick building, which forms a part of a larger retail development in the town centre. The site is not listed, however it is within the Leek Conservation Area and the neighbouring 13 Derby street is Grade II Listed. The site is within the Town Centre Boundary.

PROPOSAL

The application seeks permission for the shop frontage and signage to be changed from "WHSmith" to "TGJones", in like for like lettering and colour scheme.

RELEVANT LOCAL AND NATIONAL PLANNING POLICIES

Local Plan (adopted 9th September 2020)

SS1 Development Principles
SS2 Settlement Hierarchy
SS10 Other Rural Areas Area Strategy
DC1 Design Considerations
DC2 The Historic Environment
DC3 Landscape and Settlement Setting
T1 Development and Sustainable Transport

Paragraph(s) 1 -14, 47, 109, 131, 135, 139.

Section(s) 4 – Decision making, 9 – Promoting sustainable transport, 12 – Achieving well designed and beautiful places.

Adopted Supplementary Planning Documents/Guidance (SPD/G):

- Design Principles for Development in the Staffordshire Moorlands

- Staffordshire Moorlands Design Guide SPD
- Space About Dwellings SPD

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

- None relevant.

CONSULTATIONS

Publicity

Site Notice expiry date: Expired

Neighbour consultation period ends: Expired

Press Advert: N/A

Public Comments

No comments received.

Town / Parish Comments

No objections.

Staffordshire County Council Highways

No comments received.

SMDC Conservation

No objections from a conservation perspective.

OFFICER COMMENTS

Principle of Development

In accordance with Policies SS1 and SS2 of the Staffordshire Moorlands Local Plan the Council expects all new development to make a positive contribution towards the sustainability of communities and to protect and where possible enhance the environment. The site is within the Leek Development Boundary and therefore acceptable in principle. As this is an application for Advertisement consent then the issues to consider are amenity and public safety.

Design

SMDC Policy DC1 requires development to be of a high quality and add value to the local area, incorporating creativity, detailing and materials appropriate to the character of the area; and be designed to respect the site and its surroundings and promote a positive sense of place and identity through its scale, height, density, layout, siting, character and appearance.

Paragraphs 131 and 135 of the NPPF outline what is expected of good design and required for the development of high quality, beautiful places, and provides for a high standard of amenity for existing and future users. The signage is a like-for-like replacement, with the same colour scheme and style, just with different branding. Therefore, in design terms it is acceptable.

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. The site is bounded by 13 Derby Street and 9 Derby Street, and the proposal would not impact the amenity of either neighbour, nor the wider area due to the like-for-like nature of the proposal. It is therefore acceptable in terms of amenity.

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 can accommodate the required vehicular parking, in line with Appendix 2. Due to the nature of the proposed works, the proposed development would have no impact on highway safety.

Heritage

Policy DC2 seeks to preserve and enhance heritage assets and their setting, and ensure that proposals contribute positively to the character of the built and historic environment. All applications likely to affect a heritage asset will need to be accompanied by a heritage statement.

Section 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 sets out the general duty of local planning authorities in respect to determining applications regarding listed buildings. S.66 (1) and (2) states the LPA shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses. Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 sets out the general duty of local planning authorities in respect to determining applications regarding conservation areas. S.72 (1) states that special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.

Paragraph 210 of the NPPF states that in determining applications, local planning authorities should take account of:

- a) the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;

b) the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and

c) the desirability of new development making a positive contribution to local character and distinctiveness.

The SMDC Conservation Officer has raised no objections to the proposed works, and therefore it is considered acceptable in terms of conservation and heritage.

CONCLUSION / PLANNING BALANCE

The proposal complies with all relevant local and national policy, and is acceptable in terms of design, amenity, heritage, and highway safety, and therefore the recommendation is to approve, subject to conditions.

OFFICER RECOMMENDATION : **APPROVE, subject to conditions.**

Case Officer: Reuben Berriman

Recommendation Date: 31/07/2025

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Signed by: Jane Curley

On behalf of Staffordshire Moorlands District Council