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**From:** planningcomments@staffs Moorlands.gov.uk  
**Sent:** 04 November 2025 20:20  
**To:** Planning Comments (SMDC)  
**Subject:** Comment Received from Public Access

**Categories:**

Application Reference No. : SMD/2025/0375 Site Address: Land off Broad Street Leek Staffordshire Comments by: Caroline Smith

From:  
49  
Broad Street  
Staffordshire  
Leek

St13 5NX

Phone:

Email: [REDACTED]

Submission: Objection

Comments: I strongly oppose the application for a drive through coffee shop with prominent signage on Broad Street, Leek.

1. Leek is a market town, with a variety of independent businesses. These independent businesses exist within beautiful architecture. This is particularly prominent on the junction of St Edward's St and Broad Street. To put a chain restaurant/coffee shop, with its prominent branding and proposed sign in this historic part of town is damaging. Leek is diverse, and expansion and development can be positive for the town, but its location needs to be sensitively considered.
2. Broad street is already a busy road, with traffic regularly queuing from the round about by Morrisons, up to the traffic lights by St Edward's st. Parking is also challenging to come by. Adding further strain to this traffic infrastructure would have a significant negative impact on Broad St, and the surrounding roads.
3. Leek is a mix of heritage architecture and modern culture. Placement of new buildings or chain outlets needs to be done sensitively. It is a conservation area with significant reason. The proposed prominent branding, bold colour, light pollution and modern aesthetic threatens and ignores what the conservation area is there to protect. An Article 4 Direction applies to residential houses in the surrounding areas. While this the Article 4 Direction may not apply to commercial property, it should be considered as to not damage or undermine the Article 4 Direction.
4. As previously mentioned, Leeks economy includes a significant number of independent businesses. It is well documented that local businesses bring more to communities through social engagement, financial contributions and through taxes. The impact on local independent businesses should be considered seriously by the council.
5. The land at present. While the land is currently in a state of disrepair, the solution can not be one that undermines the historic value of the town.
6. Noise and light pollution: would be significantly increased if the new development was permitted in its current proposed state. Noise would be increased due to additional traffic, and light pollution would be increased due to prominent signage.
7. I strongly object to this proposed development, due to the variety of ways it would negatively impact the town of Leek. Particularly as it's currently proposed state. If the council is aware of significant benefits to the town that are

not obvious to those who have written to object, I do hope that at the very least, the building is done in a way that is inkeeping and sympathetic and fitting with the aesthetic and history of the town.

8. Safety Concerns: broad street is already a busy road, often used by emergency responders at speed traveling to emergencies. There are significant safety risks to increasing the volume of traffic on the road and area.

9. While there are other more contemporary style, or chain shops in the local vicinity, they feel sporadically places amongst the historic buildings that make Leek a historically significant and stunning town. Adding more chain businesses and aesthetic risks tipping that balance.

10. Potential Damage to Tourism: anything that depletes the historic value of the town risks damaging the credibility and value that attracts tourism to Leek.

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