

DELEGATED DECISION REPORT

SMD/2026/0105
Valid 06/03/2026

THE BANKERS DRAUGHT
83 HAYWOOD STREET
LEEK

ADVERTISEMENT CONSENT
FOR A PROJECTING
HANGING SIGN

(ADVERTISEMENT CONSENT)

MAIN ISSUES

- Design appearance
- Impact on the setting of the Leek Conservation Area

DESCRIPTION OF SITE

Former 20th Century bank presumably purpose-built (c.1900 by ref to OS maps) and obviously designed to impress in derivative but sturdy neo classical / Georgian styling. Brick with stone detailing. The Leek Conservation Area has been drawn to exclude it with a boundary along the rear and running up to the north east side wall taking in no. 87 (oddly) but not this building. With the demise of banks as a high street feature, surviving examples now take on a modern significance reflecting the all-too-often under-appreciated and under-valued heritage of certain developments of the 20thC.

PROPOSAL

As first submitted the dimensions given in the application form are stated in metres which is obviously incorrect as can be seen from the submitted drawings where the same figures are quoted with millimetre units.

A suitable hanging bracket appropriate to the building age and style is proposed which would project 900 millimetres. The sign itself would be a square 610 millimetres by 610 millimetres suspended from the bracket and projecting not further than 700 millimetres. Each face of the sign would have an area of 0.37m². The projection of the sign would overhang the public pavement of the highway.

Forming a winged arrangement to either side of the bracket there would be a projecting horizontal trough light directed towards each sign face.

As first submitted the lighting is stated in the application form as having an illuminance of 3200 cd/m². This would be extremely bright and inappropriate. The agent was invited to confirm that this should read 320cd/m². However the response provided by e-mail reply is that *"the signage company provides the measurement of illuminate in LUX rather than candelas"* It is stated to be given a setting between daylight and warm white.

LPA note: 1 lux = 1 lumen per square metre and this is commonly used in practice to equate to 1 candela which is also a 'per square metre' measurement and at a distance of 1m away. The agent's e-mail references the supply company's specification of 243 lux as the daylight setting and 325 lux as the warm light setting. It appears that for practical purposes the lux figures can be interpreted as candelas. Even so the effects are likely to be bright as the sign would be close to the light source.

RELEVANT LOCAL AND NATIONAL PLANNING POLICIES

Local Plan (adopted 9th September 2020)

SS1 Development Principles
SS2 Settlement Hierarchy
SS5 Leek Area Strategy
DC1 Design Considerations
DC2 The Historic Environment
T1 Development and Sustainable Transport

National Planning Policy Framework (Dec 2024)

Paragraph(s) 1 – 14;
Section(s) 4 – Decision making; 6 – Building a strong and competitive economy; 7 – Ensuring the vitality of town centres; 8 – Promoting healthy and safe communities; 9 – Promoting sustainable transport; 12 – Achieving well designed places; 15 – Conserving and enhancing the natural environment; 16 – Conserving and enhancing the historic environment.

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

- Space About Dwellings SPG
- Design Principles SPG
- Design Guide SPD adopted 21st February 2018

Local Plan Supporting Evidence Documents:

- Landscape and Settlement Character Assessment (2008)

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

Relevant to this application the former bank was approved for its change of use to public house and function room including external and internal alterations under reference SMD/2024/0511. This was approved 14.11.2024 and DOC was issued approved 01.07.2025.

CONSULTATIONS

Publicity

Site Notice expiry date: 17.04.2026
Neighbour consultation period ends: 02.04.2026
Press Advert: N/A (*Add date if applicable)

Public Comments

None received.

Town / Parish Comments

Leek Town Council – No comments received.

Staffordshire County Council Highways

Recommend acceptance subject to condition noting that stated within the application form the intended luminance levels are given as 3200 cd/m² which is above the appropriate luminance limits for signs hence condition requested.

It is also noted that within the application form the following errors: sign dimension of Height: 610 metres, Width: 610 metres and Depth: 19 metres and the maximum projection of the advertisement from the face of the building is 900 metres.

The Institution of Lighting Professionals, Brightness of Illuminated Advertisements 3rd Edition 2015 advises Zone E3 - medium district brightness areas (e.g. small town centres, urban locations) appropriate illuminance levels for a Zone E3 signs up to 10.00 sq. metres would be up to 600 cd/m².

OFFICER COMMENTS**Principle of Development**

Paragraph 141 of the NPPF states that “the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.”

The site lies within the primary shopping frontage of this town centre high street location, within the development boundary.

Design

The sign has a traditionally derived antique style which accords appropriately with the character of the building. There are no adverse impacts on the setting of the adjacent Leek Conservation Area which in fact is to some extent complemented by the scheme. The character or appearance of the Conservation Area is thus at least preserved in line with expectations of the NPPF and LP Policy DC2.

Amenity

Subject to adjustment to the details of the proposed level of light emitted there are no adverse impacts for amenity to be expected, particularly as this is a town centre site, surrounded by other retail/evening economy uses.

Highway Safety

Again subject to clarification about the lighting intensity – to be governed by condition – no adverse highway safety concerns are identified. HA recommends a condition to limit the lighting intensity to below 600 cd/m², however given the above comments a condition will be imposed restricting the maximum level to 400 cd/m².

CONCLUSION / PLANNING BALANCE

In consideration of all of the above and subject to the clarifications obtained it can be concluded that the scheme as amended would not harm amenity and public safety and therefore is recommended for approval. Given the Agent's response it is recommended that a condition be attached to limit the lighting strength in terms of lux / candelas to be not greater than 400 candelas. This is less than the HA recommended maximum but greater than figures quoted in the submitted information. This should give the applicant good flexibility without causing an unduly bright street light source.

OFFICER RECOMMENDATION : **Approve subject to conditions**

Case Officer: Arne Swithenbank

Recommendation Date: 01.05.2026

X 

Signed by: Jane Colley Signature

On behalf of Staffordshire Moorlands District Council