DELEGATED DECISION REPORT

SMD/2019/0604 **Valid 03/10/2019**	**67 HIGH STREET** **BIDDULPH**	**PROPOSED ADVERTISEMENT CONSENT FOR THE INSTALLATION OF NEW SIGNAGE.** **(ADVERTISEMENT CONSENT)**

MAIN ISSUES
Will the advertisements adversely affect amenity with consideration of the character and appearance and public safety.

DESCRIPTION OF SITE
A former shop premises on Biddulph High Street, now a dentist's surgery. The premises are within a significant terrace of high street properties built in the early 20th Century.

PROPOSAL
Horizons Dental Surgery have upgraded their logo and branding. As part of a replacement shop front, the subject of application SMD/2019/0603, they want to display replacement signs/adverts that would actually have similar dimensions and colouration to the existing signs.

To display a new main shop frontage fascia sign, that would be back lit with tube lighting that would only illuminate the logo and lettering, in a similar way to that of the existing sign. This replacement sign would have the same dimensions and similar graphics and colouration.

Centrally between shop windows a square inset acrylic panel signage would be installed displaying the dentist's logo. This would replace a timber board currently displayed on the white timber surround.





PROPOSED DENTAL PRACTICE FRONTAGE
FRONT ELEVATION - 1:50

RELEVANT LOCAL AND NATIONAL PLANNING POLICIES

Local Plan Development Plan Document (Adopted 2020)

DC1 Design Considerations

National Planning Policy Framework

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

91/00264/OLD New Shop Front Approved
00/0775/FUL Change of use to Dental Surgery. Approved.
01/00457/FUL New disabled access. Approved.
SMD/2019/0603 Alteration and replacement of shop front. Pending

CONSULTATIONS

Publicity
Site Notice expiry date: 8th Dec 2019
Neighbour consultation period ends: 8th Dec 2019
Press Advert: N/A

Public Comments
None

Town / Parish Comments
Biddulph Town Council: No Objection, but some concern that it would not be a traditional display that the Neighbourhood Development Order is designed to encourage.

OFFICER COMMENTS

The adverts would not present harm to public safety, there is a good width of pavement with bollards and double yellows to prevent parking and cars breaching the pavement edge – there is room and safe space for pedestrians to observe the advertisements. The very limited use of illumination would back light individual lettering in the same way that the exiting sign, and others in the area, use light – this would not be distracting or dazzling to motorists.

The impact of the adverts, themselves, on the character and appearance of the building and the area, and in turn public amenity, would be very similar to that of the existing display. A similar dimension and colouration would be used.

It appeared on inspection that the existing main signage across the top edge, does already have internal lighting that only illuminates the lettering. The board sits afront a timber framing that recesses the lighting behind. The depth and profile of the replacement sign should be no more than that existing display.

CONCLUSION / PLANNING BALANCE
Proposed scheme would not cause significant harm to the amenity of the area with consideration of the character and appearance of the area, or public safety.

OFFICER RECOMMENDATION : APPROVE

Case Officer: Ben Hurst
Recommendation Date: 06/07/2020

X B.J. Haywood

Signed by: Ben Haywood
On behalf of Staffordshire Moorlands District Council