

Dear planning team

Please find attached planning comments from Biddulph Town Council's planning meeting

SMD/2021/0142	Land Off, Meadows Way, Biddulph, Staffordshire,	Consent to display x4 Fascia Signs x1 Vinyl Sign x3 Totem Signs
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Councillor Rogers said that he felt that the signage was somewhat excessive and would like to see the signage toned down.

Councillor Salt said she was concerned about the visibility of the illuminated signs from the new development at Church Mews and the impact on the residents of there. The potential residents of that site are currently unable to make representations due to the development not being finished. Councillor Salt suggested restrictions on when the sites could be lit up.

Councillor Jones said he didn't feel that the development at Church Mews is a valid reason to restrict the signage at Aldi and that he didn't see any valid reason to object.

Councillor Garvey said it would be helpful to have a visualisation of the building with the signage, but at present doesn't feel that it does look too concerning.

Councillor Yates said that the brickwork signs are in keeping with the area. He felt that it should be stipulated that the illuminated signs should not be lit up more than 30 minutes outside of opening hours.

Councillor Hawley summarised the recommendation **that the signage be approved subject to conditions that the signs are only lit during store opening hours.**

Many thanks

Biddulph Town Council

Biddulph Town Hall, High Street, Biddulph, Staffordshire Moorlands, ST8 6AR

 www.biddulph.co.uk

'Garden Town of Staffordshire'

RHS Britain in Bloom, Gold and Large Town Category Winner 2019

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