

DELEGATED DECISION REPORT

SMD/2021/0142
Valid 07/04/2021

LAND OFF MEADOWS WAY
BIDDULPH

CONSENT TO DISPLAY
X4 FASCIA SIGNS
X1 VINYL SIGN
X3 TOTEM SIGNS

(ADVERTISEMENT CONSENT)

MAIN ISSUES

Considerations affecting public safety and amenity, in accordance with the provisions of the NPPF.

DESCRIPTION OF SITE

The former Meadows School site on Tunstall Road in Biddulph extends to approximately 0.97 hectares. Now, with a recently granted planning permission, the construction of a new food retail store with its car park and access arrangements nears completion. The planning permission was granted with the particular retailer in mind, the permission did not include any consent for signage or advertisements. The store is of contemporary design with a mono pitched roof, the low point being situated towards the south where it is approx. 5.6 m rising to the north where it is approx. 8.5 m. The materials are a mix of glazing, buff brick and anthracite grey and silver cladding.

The store is located to the west of the site with the shopfront facing directly towards Tunstall Road to create an active frontage. The majority of the car park is located between the store and Tunstall Road. The service area is located at the rear of the store to the west of the site away from customers and principal views. To the north of the site, a pocket park will be provided with a path through providing pedestrian linkage. This area will be landscaped and open to the public. At the southern end of the Tunstall Road frontage pedestrian access is also available down a series of steps which then lead via a footway to the store.

Access is to be provided via a new leg off the Tunstall Road/St Johns Road roundabout with the existing access being closed off. Level changes across the site give rise to retaining structures along some of the boundaries

The immediate area has a notable green and verdant character arising from the mature tree cover and other structural landscaping present on residential and institutional properties in the vicinity, and also on road verges and landscaped roundabouts. The established hedging and establishing young trees along the Tunstall Road boundary of the application site makes a valuable contribution to this character.

The site is bound to the east by Tunstall Road to which the site has frontage and to the north by the James Bateman playing fields. Immediately to the south there is a private access road beyond which is The Levens and the Grade II Listed building Fairhaven and its associated structures (Coach house, Coach man's house, walls and entrance screen). The site adjoins agricultural fields to the west.

PROPOSAL

To display the adverts for the new retail store and site- applying the supermarket logo and branding, opening hours information, and providing a necessary degree of announcement for a store that is otherwise set down in the landscape below road level.

The building elevations would be fitted with 4 individual square fascia logo signs, each internally illuminated with LEDs.

1 square vinyl logo sign would be displayed at the glazed entrance door.

At each side of the main highway entrance there would be a brick built square totem display at 2.5m high, 2m wide, each set back 9m from the edge of the highway. The lowest of which would stand on a ground level about 0.5m below road level. The totems would display a square logo and opening times that would be internally illuminated with LEDs.

Additionally, closer to the roadside there would be a tall totem sign, displaying square logo and opening times, supported on poles. Originally proposed at a height of 6m, there has been revision to reduce the height by 1m, but more recently, with a necessary ground level adjustment with the construction of a retaining wall at the request of the highway authority, a second revision has added another 200mm to the revised height of the totem, now proposed at 5.2m, to ensure opening hours info would not be impeded. The logo sign internally illuminated with LEDs would be c. 2m wide between supporting poles – the width of the sign is said to be standard. The totem sign would be positioned on a ground level c.0.8m below road level, between mature trees and landscaping.

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

SMD/2020/0301 New Food Store. Approved.

CONSULTATIONS

Publicity

Site Notice expiry date: 21st May 2021

Neighbour consultation period ends: 21st May 2021

Press Advert: N/A

Public Comments

None

Town / Parish Comments

Biddulph Town Council: No objection subject to a condition that the signs shall only be lit during store opening hours.

Staffordshire County Council Highways

No Objection. All lit signs are proposed to be internally illuminated. There will be no direct source of light visible to drivers. Illuminance levels for all signs are below maximum permitted levels for the area.

The revision to reduce the height of the pole supported totem sign does not raise any new highway concern.

OFFICER COMMENTS

Impacts on Public Safety

The highway authority have no objection to the proposed application. Direct light source would not be visible to drivers and illuminance levels detailed would be below maximum permitted for the area. All of the signs would be set back from the public footpath and highway, they do not pose any risk to public safety.

Impacts on public amenity

The proposal attempts to strike a balance between providing a level of presence and announcement within the public realm for a site that is otherwise set down in the landscape, below road level, and well landscaped and screened.

The square logo signs would be displayed on the front and side of the building, with relatively discrete proportions against the size of the elevations. They would be placed within architecturally appropriate locations against wide areas of cladding or brick work.

The two brick built totem displays would be set 8m back from the rear of the highway set down at a lower ground level. The brick structure would be built using a brick from the same pallet as that used on the store building. This form of structure and use of material would present a certain quality that would have some relationship and connection with the store itself and some of the nearby dwellings.

Efforts have been made to reduce the overall height of the main pole mounted totem sign, that would sit behind and below road level and a 0.8m high retaining wall. It would sit within mature landscaping. The totem pole is necessary to provide announcement particularly from the south where tree cover and the turn of the road would not reveal the presence of the store until within close proximity.

CONCLUSION / PLANNING BALANCE

The advertisement displays would not adversely affect public safety or amenity. They would appear as appropriate signage for the new commercial retail building and site.

OFFICER RECOMMENDATION : APPROVE

Case Officer: Ben Hurst

Recommendation Date: 24/06/2021

X 

Signed by: Ben Haywood

On behalf of Staffordshire Moorlands District Council

