

DELEGATED DECISION REPORT

SMD/2021/0386
Valid 19/08/2021

**LLOYDSTSB PLC KING
STREET
BIDDULPH**

**NEW ILLUMINATED FASCIA
WITH TSB LOGO X1
TSB.CO.UK VINYL
MESSAGING X1
TSB PROJECTING SIGN X2
TSB ATM NON ILLUMINATED
SURROUND X1
NEW DOUBLE SIDED A
FRAME X1**

(ADVERTISEMENT CONSENT)

MAIN ISSUES

- Impact on amenity
- Impact on public safety

DESCRIPTION OF SITE

The application site relates to the TSB bank society within the Biddulph town centre. It is a two storey flat roofed building that sits on a corner plot with customer parking to the rear.

PROPOSAL

Advertisement consent is sought to replace the non-illuminated fascia signs with non-illuminated fascia signs together with a hanging sign, an illuminated sign to the rear and illuminated ATM surround

RELEVANT LOCAL AND NATIONAL PLANNING POLICIES

Staffordshire Moorlands Local Plan (Adopted Sept 2020)

SS2 Settlement Hierarchy
SS6 Biddulph Area Strategy
DC1 Design Considerations
T1 Development and Sustainable Transport

National Planning Policy Framework

Paragraph(s) 1 - 14
Section(s) 4, 12, including paragraph 36

SITE HISTORY

SMD/1998/0811	Advertisement consent	11/11/98
SMD/2003/0618	Internally illuminated sign to cashpoint.	09-06-03
SMD/2006/1401	Internally illuminated fascia and 2 projecting signs	26-03-07
SMD/2009/1170	Replace existing ATM Collar on cash point & Replace existing window display with an A1 window poster display unit with Illumination located behind shop front glazing	30-03-10
SMD/2011/0184	1 No. illuminated A1 window display marketing unit.	09-06-11
SMD/2012/0887	Replacement of existing signage	27-02-13

CONSULTATIONS

Publicity

Site Notice expiry date: 21/09/21

Neighbour consultation period ends: 13/09/21

Press Advert: N/A

Public Comments None

Biddulph Town Centre No objection

Severn Trent Water No objection

OFFICER COMMENTS

Principle of Development

Paragraph 136 of the NPPF (2021) outlines 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'.

Polices SS2 and SS6 seek to focus future growth within the settlement boundary for Biddulph and to strengthen its role as a service centre.

Accordingly, the general principle of development is considered to be acceptable subject to other materials considerations including design, impact on residential amenity and highway safety.

Design, amenity and public benefit

Local Plan policy DC1 and paragraph 130(f) of the NPPF (2021) seek to secure development that protects amenity, including residential amenity, in terms of satisfactory daylight, sunlight, outlook, privacy and soft landscaping.

The existing bank front has a non-illuminated fascia sign above the business front together with two hanging signs. At the time of visit, the signage and hanging sign were removed.

It is proposed that the non-illuminated sign above the shop front will measure the same height, width and depth as the signage to be replaced. The proposed signage is very similar in design, size and siting as the signage on the former shop front. The updated signage is considered to have negligible impact to the immediate street-scene.

In terms of the projecting signs, they will be small in scale and non-illuminated. They will also be the same size and height. It will have negligible impact to the immediate street-scene.

In terms of the illuminated signage to the rear of the property, this will face the customer car park and directly faces the Town Hall. It is considered that the trough light to illuminate the signage on this rear elevation will not pose an amenity issue to the adjacent properties as the lighting will be pointed down to the non-illuminated signage away from the nearest residential property. Therefore, there will be minimal impact to immediate neighbours.

CONCLUSION

Taking into account the above, the proposed development will comply with policy DC1 of the Local Plan (2020) and the NPPF (2021).

OFFICER RECOMMENDATION : Approve

Case Officer: Lisa Li

Recommendation Date: 23/09/21

X 

Signed by: Jane Colley Signature

On behalf of Staffordshire Moorlands District Council