

DELEGATED DECISION REPORT

SMD/2022/0331
Valid 23/06/2022

LLOYDS NEWSAGENTS
217 UTTOXETER ROAD
BLYTHE BRIDGE

REPLACEMENT BUSINESS
SIGNAGE

(ADVERTISEMENT CONSENT)

MAIN ISSUES

- Principle of development
- Design and visual impact
- Neighbouring amenity
- Highway safety

DESCRIPTION OF SITE

The application relates to an established corner shop that fronts a T-junction within the village boundary of Blythe Bridge. The property itself is detached and rendered with a canopy above the shop front. It is surrounded by a mixture of residential properties and retail shops. For planning purposes, the application also sits within the Green Belt.

PROPOSAL

The proposal is to replace the existing signage with a new aluminium sign that will be mounted above the shop front. The sign will be externally illuminated with a trough light unit.

RELEVANT LOCAL AND NATIONAL PLANNING POLICIES

Staffordshire Moorlands Local Plan (Adopted Sept 2020)

SS2 Settlement Hierarchy

DC1 Design Considerations

T1 Development and Sustainable Transport

National Planning Policy Framework

Paragraph 127

SITE HISTORY

SMD/2001/1176	Advertisement consent for illuminated signs	Approved 24/09/01
---------------	---	-------------------

CONSULTATIONS

Publicity

Site Notice expiry date: 16/08/22

Neighbour consultation period ends: 21/07/22

Public Comments

Forsbrook Parish Council Comments

No objection

Environmental Health

No objection subject to condition on lighting

Staffordshire County Council Highways

No objection

OFFICER COMMENTS**Principle of Development**

The proposed development is located within designated Green Belt land.

Policy SS2 of the Local Plan states that the location and scale of development must comply with the settlement hierarchy to ensure that the most sustainable locations are considered ahead of those further down the hierarchy and states that new development in Green Belt locations as noted under 'Other Rural Areas' will be resisted, unless if permitted by national policy on Green Belts.

Under Section 13 of the NPPF paragraph 145, it states that all development is considered inappropriate within the Green Belt unless it falls within certain appropriate exceptions such as the extensions and alterations of a building are acceptable provided that it does not result in disproportionate additions over and above the size of the original building.

The proposed works will alter the appearance of the building as the purpose of the application is to replace the signage. It is considered that the works is marginal and meets the criteria set out in paragraph 145 of the NPPF.

Impact on Character and appearance

Policy DC1 refers to design and seeks to secure development of a high quality which is designed to add value to the area and to respect the site and its surroundings.

The proposed signage is simple, sits within the same position as the signage it will replace and serves its purposes. It does not sway from the existing shop front characteristic in situ and scale and uses subtle colours which visually, will appear sympathetic to the building and public street-scene.

It is in accordance with Policy DC1 in the Local Plan.

Impacts on Public Safety

Local Plan policy DC1 and paragraph 127(f) of the NPPF (2019) seek to secure development that protects amenity, including residential amenity, in terms of satisfactory daylight, sunlight, outlook, privacy and soft landscaping.

The signages will be visible to drivers along the Uttoxeter Road main road and Grindley Lane that fronts the shop. The signage will be illuminated. County Highways was consulted and noted that the signage meets the luminance levels for its size and therefore, no objection. It should also be noted that the signage. In addition, the trough lighting will be reflected onto the signboard as opposed to it being back lit as such, it does not pose any risk to public safety.

Environmental Health were also consulted. No objection were raised subject to a condition ensuring that the illumination of the signage is restricted to certain times to protect neighbouring amenity.

Impacts on public amenity

The signage will sit no different to the signage that will be removed with no immediate neighbours on either side or to the front. It is considered that the proposed works will not detract from the public amenity.

CONCLUSION

For the reasons outlined above, the proposed development is considered to accord with the relevant policies contained in the Staffordshire Moorlands Local Plan (2020) and the NPPF (2019). As such the application is recommended for approval

OFFICER RECOMMENDATION : **Approval with conditions**

Case Officer: Lisa Li

Recommendation Date: 18/08/22

X 

Signed by: Ben Haywood

On behalf of Staffordshire Moorlands District Council