

DELEGATED DECISION REPORT

SMD/2022/0330
Valid 15/07/2022

LLOYDS NEWSAGENTS
217 UTTOXETER ROAD
BLYTHE BRIDGE

INSTALLATION OF NEW SECURE
SHOP FRONTAGE

(FULL - MINOR)

MAIN ISSUES

- Principle of development
- Design and visual impact
- Neighbour amenity
- Flooding
- Coal area
- Highways

DESCRIPTION OF SITE

The application property is number 217 Uttoxeter Road Blythe Bridge, a two-storey, white rendered/painted building with newsagents/shop on the ground floor. The premises directly fronts onto the Uttoxeter Road (A class) and is directly next to the junction of Uttoxeter Road and Grindley Lane. The building is a visually prominent part of the streetscape with surrounding buildings of varying sizes, designs and construction materials. The building is not isolated but there is a surrounding spaciousness due to the location of nearby buildings and the large road junction directly in front.

The property is located within the Green Belt, is within a Flood zone 2 and 3 and a low-risk, coal development area. The property is not listed, is not within the setting of a listed building and does not form part of any Conservation Area.

PROPOSAL

The application form describes the proposed works as 'Installation of new secure shop frontage and replacement business signage.' This is a Full planning application.

RELEVANT LOCAL AND NATIONAL PLANNING POLICIES

Staffordshire Moorlands Local Plan

- SS1 Development Principles
- SS8 Larger Villages Areas Strategy
- SS10 Other Rural Areas Strategy
- SD5 Flood Risk
- DC1 Design Considerations
- T1 Development and Sustainable Transport

Supplementary Planning Guidance

1. Design Principles for Development in the Staffordshire Moorlands

Supplementary Planning Document

1. Staffordshire Moorlands Design Guide

National Planning Policy Framework

Including sections;

- 2. Achieving sustainable development
- 8. Promoting healthy and safe communities
- 9. Promoting sustainable transport
- 12. Achieving well-designed places
- 13. Protecting Green Belt land
- 14. Meeting the challenge of climate change, flooding and coastal change

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

01/01068/ADV Advertisement consent for illuminated signs. Approved.

SMD/2022/0331 Replacement business signage. Approved.

CONSULTATIONS

Publicity

Site Notice expiry date: 15.09.2022

Neighbour consultation period ends 22.08.2022

Public Comments: No representations received during the consultation period.

Forsbrook Parish Council: No representations received during the consultation period.

Staffordshire County Council Highways: No objections. No recommended conditions.

Environmental Health: No objections raised. Conditions recommended.

Flood Risk (Staffordshire County Council):

As non-statutory consultees we offer the following comments in good faith: We note that the site is within the EA Flood Zone 3, with risk of flooding from the River Blythe (Main River). As the EA are statutory consultee upon all proposed developments within Flood Zones 2 and 3, it is envisaged that the Environment Agency will comment on the flood risk vulnerability, flood depths and suitability of the proposal in flood risk terms. Where the EA do not provide bespoke comments, you should be guided to their standing advice.

Environment Agency: Having checked the constraints and development proposals, the application appears to fall outside of our checklist for consulting the Environment Agency. We would therefore not wish to provide any bespoke comments on the proposal, and refer you to our standing advice.

OFFICER COMMENTS

Principle of Development

The application site is within the Green Belt where there is strict control over the types of development which can be supported. This is not an application for any new building or extension however paragraph number 149 of the National Planning Policy Framework gives provision within part C for 'the extension or alteration of a building provided that it does not result in disproportionate additions over and above the size of the original building.' Relevant to this proposal is the reference to 'alteration.' This is a small scheme for a shop front alteration and is therefore not considered to be inappropriate development.

Design and visual impact

The submitted plans show the intent to erect a sign with external lighting, the remodelling of the shop front and the addition of roller shutters on the principal/roadside facing elevation. It must be noted that application reference SMD/2022/0331 has very recently (7th September 2022) been approved for the adverts and external lighting which are shown on the plan submitted with this scheme. Therefore the works to consider are the amendments to the shop front and the installation of the roller shutters.

The works to the shop front include the repositioning of the central door further towards the right hand side (when looking at the building from the front/roadside). Removal of the door would result in the recessed door arrangement and result in a flush, shop/window frontage with grey, infill panels underneath the shop window cills. The shop frontage would consist of aluminium frames. The roller shutter storage box would be located at the top of the windows.

The submitted plan shows that, when closed, the roller shutters would cover the window openings only, not the front door. The splitting of the shutters is welcomed as, it would ensure that they would not visually dominate the full building frontage when the premises was closed. The applicant has chosen a slatted shutter design which further weaken visual prominence/dominance, but still provides necessary security.

It is concluded that there are no design or visual impact objections to this scheme.

Neighbour amenity

No neighbour amenity issues. The scheme does not propose a form of development which would be overbearing to neighbouring properties.

Flooding

The site is shown as being located within Flood Zones 2 and 3. The Flood Risk Management Team at Staffordshire County Council confirm that they are not statutory consultees but offer comments to confirm the site is within Flood zone 3 and at risk from flooding from the River Blythe (main river).

The Environment Agency have assessed the application and confirm they do not wish to provide any bespoke comments on the proposal.

Coal area

The application site lies within an area designated as a low-risk coal development area which may contain unrecorded coal mining related hazards. It is recommended that in the event of planning permission being approved, that informative notes are added to the decision to remind/inform the applicant/developer of their responsibilities.

Highways

There are no highways related concerns about the new shop front and roller shutters. The County Council consultation response makes reference to the adverts and their illumination. It is noted that this application is not seeking consent for the lighting or signs, these details were dealt within under approval of application SMD/2022/0331. No highways conditions have been recommended.

CONCLUSION / PLANNING BALANCE

That, for the reasons outlined above, the application is approved.

OFFICER RECOMMENDATION : Conditional approval.

Case Officer: Lisa Jackson

Recommendation Date: 14/10/2022.

17/10/2022

X *B.S. Haywood*

Signed by: Ben Haywood