

DELEGATED DECISION REPORT

SMD/2023/0661
Valid 28/12/2023

95 HIGH STREET
BIDDULPH

INSTALLATION OF
REPLACEMENT SHOPFRONT
(RETROSPECTIVE)

(FULL - MINOR)

MAIN ISSUES

- Impact on the character and appearance of the area – the high street and relationship with other premises
- Impact on the vitality and viability of the street scene

DESCRIPTION OF SITE

95 High Street is a small shop toward the southern end of Biddulph's high street. The shop has recently been occupied by a barber, a change of use not requiring planning permission, after permission was refused to change the premises to a hot food takeaway.

Without planning permission the timber stall risers and door frame set between vertical pilasters have been replaced with powder coated aluminium window and door frame. A modern internally illuminated sign board sits beneath the top edge of a toothed cornice and spans the full width of the shop front covering the top of the pilasters at each end.

The shop fronts onto the pavement and traffic carriageway. It is located between an architect's office and a nail bar, and two doors to the south there is an estate agents. The nail bar and estate agents both have flat aluminium window and door frames and together with the application premises they now form a row of three with similar shop fronts. The shop lies opposite other retail units within a terraced row of five brick, late 20th Century premises. All five units have flat aluminium style door and window frames. The brick work and shop fronts are simple and plain they do not possess any attempt to replicate Victoriana/traditional character.

PROPOSAL

The alteration of the premises' shop front has made a material change to the external appearance of the building. The change has already been carried out without planning permission. This application seeks planning permission retrospectively for the development.

The application does not seek advertisement for the new illuminated adverts on the recently installed signage board.

RELEVANT LOCAL AND NATIONAL PLANNING POLICIES

Local Plan Development Plan Document (Adopted 2020)

S01 Spatial Objectives

SS1 Development Principles
SS6 Biddulph Area Strategy
TCR1 Town Centre Boundary
TCR2 Primary Shopping Frontage
DC1 Design Considerations
SD4 Pollution
T1 Development and Sustainable Transport

National Planning Policy Framework

7. Ensuring the vitality of town centres

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

SMD/2008/0083 Replacement shop front. Approved.
SMD/2011/0368 New Signage. Approved.
SMD/2011/0372 Replacement Shop Front. Approved.
SMD/2022/0306 Change of use of shop to hot food takeaway. Refused.

CONSULTATIONS

Publicity

Site Notice expiry date: 9th February 2024
Neighbour consultation period ends: 9th February 2024
Press Advert: N/A

Public Comments

One letter of support from the adjacent architect's office – considered to be in keeping with other shopfronts on the High Street which have been replaced over the past couple of years.

Town / Parish Comments

Biddulph Town Council: No Objection

Environmental Health

No Objection

OFFICER COMMENTS

Principle of Development

The Local Plan strategy for Biddulph SS6 is to enhance its role as a significant service centre and a market town and support its regeneration. Specifically, to be achieved by, inter alia, improving the image and identity of Biddulph and strengthen its role as a visitor destination by regenerating and improving the streetscape of the town centre.

It is recognised both locally and nationally that our town centres are very important to the social, economic and environmental wellbeing of the District. It is considered crucial to maintain and improve their long term vitality and viability so that they are attractive places to shop, work, visit and invest in. In line with national guidance set out in the NPPF, Local Plan policy for the town centres states how the Council will plan pro-actively for the town centres by focusing growth and development within them to meet the needs of all members of the community in terms of retailing and other facilities, whilst at the same time preserving their unique local identity.

Design and Impact on Character and Appearance of Area and Street Scene

The pre-existing timber shop front replicated elements of traditional Victoriana style and character. The white painted timber window and door frames that stood between the pilasters had timber panel stallrisers at their base. While the window and door frames have been replaced with aluminium insert – the pilasters either side and toothed cornicing along the top edge remain intact. However, the remaining timber detailing has been partially concealed behind a new signage board that ties in with the aluminium to make for, overall, a contemporary display that abandons attempts to replicate traditional character.

The dark grey powder coated aluminium gives a neat inviting frontage, that should retain a quality finish with little maintenance necessary. The large glazed windows display the newly fitted interior.

The subdued colour, arrangement of fenestration and use of materials, sits well against the presentation and character of other nearby frontages adjacent and opposite the premises. The prevailing character of shop fronts in this locality and end of the High Street is that of contemporary material and simple arrangement. The new shop front installation therefore is in keeping with the surrounding premises and does not harm, or is not at odds with, the character and appearance of the locality.

There would be no conflict with Local Plan policies SS6 or DC1 in these regards.

Environmental Health

Officers suggest a condition to control the luminance of associated lighting. The lighting however, forms part of an advertisement/signage display that requires separate advertisement consent. This application does not seek advertisement consent.

CONCLUSION / PLANNING BALANCE

Proposed scheme would not cause harm to the character and appearance of the area with consideration of the character and appearance of the area. No conflict with policies SS6 or DC1 of the Local Plan.

OFFICER RECOMMENDATION : APPROVE

Case Officer: Ben Hurst

Recommendation Date: 22nd February 2024

X *B.S. Haywood*

Signed by: Ben Haywood

On behalf of Staffordshire Moorlands District Council

