

DELEGATED DECISION REPORT

SMD/2024/0090
Valid 15/03/2024

UNIT B
HIGH STREET
BIDDULPH

PROPOSED 1NO INTERNALLY
ILLUMINATED PROJECTING
SIGN AND 1NO INTERNALLY
ILLUMINATED FASCIA SIGN

(ADVERTISEMENT CONSENT)

MAIN ISSUES

- Principle of development
- Character and appearance
- Impact on public safety and amenity

DESCRIPTION OF SITE

The application site relates to the purpose built unit connected to the Sainsbury's store. The irregular shaped parcel of land sandwiched between Meadows Way, Wharf Road and Station Road, Biddulph. It sits within the Town centre of Biddulph.

PROPOSAL

This is an advertisement consent which seeks consent for a new illuminated fascia signs which is to be mounted above the unit to serve a takeaway food. This includes a projecting sign and shop sign above the shop window. Both signage will be back lit.

The applicant seeks to add an internally illuminated fascia sign in the shop window. As this will be internal and would not require planning consent.



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/2008/1028 Retail food store (class A1), associated access, car parking, service yard, recycling centre, 7 retail units (Class A1-A5); 10 dwellings (Class C3); offices (Class B1); Bus Hub (Sui Generis) and associated highway, footpath and landscaping works **Approved**

CONSULTATIONS

Publicity

Site Notice expiry date: 10/04/24

Neighbour consultation period ends: 10/04/24

Public Comments

None

Biddulph Town Council

No comments received.

Environmental Health

No objection subject to conditions regarding lighting and operation hours

Staffordshire County Council Highways

Site Visit Conducted on: 04-Apr-2024

Personal Injury Collisions;

Current records show there were no Personal Injury Collisions on High Street within 50 metres of the property from 01/01/2019 and 31/12/2021.

Background; The property is located on High Street (Road No. C0005) between Station Road and Wharf Road. High Street is a main route through Biddulph Town Centre, it is a C classified road, is subject to a 30mph speed limit and benefits from streetlights and footways.

The area is mostly commercial properties.

The proposal is to mount 2 new internally illuminated signs, 1 projecting sign and 1 fascia sign. The signs will be mounted on the front elevation of Unit B (High Street), and will be mounted at the specified height, sign size and type stated within the application form and submitted Drawing. No. C5366-S07. It is noted the signs will be static and will have internal illumination of 450 cd/m² (Projecting or Hanging Sign) and 520 cd/m² (fascia sign). The signs will be limited to the opening hours of 11am until 11pm.

The appropriate luminance limits for signs as stated in The Institution of Lighting Professionals, Brightness of Illuminated Advertisements 3rd Edition 2015. Definition of a zone E3 - Medium district brightness areas (e.g. small town centres, urban locations). Appropriate levels for a Zone E3 are; up to 10.00 sq. metres 600 cd/m. The proposed signs at 450 cd/m² and 520 cd/m² are below the appropriate levels stated above.

The installation of the new signs does not have a detrimental impact on the highway and therefore, I have no objection to this proposal (SMD/2024/0090) subject to the following being conditioned:

1. Signs will be mounted as specified height, sign size, type and illumination stated within the application form and Drawing. No. C5366-S07.

To comply with NPPF; to comply with SMDC Core Strategy Policy DC1 and T1; in the interests of highway safety.

INFORMATIVE;

The owner of the premises is required to take responsibility for the fixtures and fittings associated with the signs and lights and be liable for future maintenance and any claims made.

OFFICER COMMENTS

Paragraph 141 of the NPPF comments 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 simple efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."

Principle of development

The application site is located within the Development Boundary of Biddulph; a 'town' as identified by Local Plan policies SS2. The policy supports growth of businesses within the town, employment, entertainment and tourism without leading to congestion of the town centre.

The proposal is for the installation of signage in conjunction with a hot food takeaway business. It is therefore considered that the principle of the development will meet the aims of the Cheadle Area Strategy.

Design consideration

In terms of design, the shop signage will be similar to that of the adjoining business unit's existing signage albeit marginally higher. Ideally the shop signage should keep the same scale and height for continuity along these rows of units however, the proposed signage is proportionate to the unit and better utilises the space above the shop window to not appear out of place.

The hanging sign is a modest addition that emulates those opposite the road. The hanging site in the context of existing retail and leisure developments along this part of the high street would not cause harm to the visual amenity of the immediate area and generally expected in such a location.

Impacts on Public Safety and amenity

Local Plan policy DC1 and paragraph 135(f) of the NPPF (2023) seek to secure development that protects amenity, including residential amenity, in terms of satisfactory daylight, sunlight, outlook, privacy and soft landscaping.

The signages will front the public highway and to the side of the building within an area of commercial properties. The signs will be static and will have internal illumination of 450 cd/m² (Projecting or Hanging Sign) and 520 cd/m² (fascia sign). The signs will be limited to the opening hours of 11am until 11pm.

The appropriate luminance limits for signs as stated in The Institution of Lighting Professionals, Brightness of Illuminated Advertisements 3rd Edition 2015. Definition of a zone E3 - Medium district brightness areas (e.g. small town centres, urban locations). Appropriate levels for a Zone E3 are; up to 10.00 sq. metres 600 cd/m. The proposed signs at 450 cd/m² and 520 cd/m² are below the appropriate levels stated above.

The Highway Authority has raised no objection and noted that the installation of the new signs does not have a detrimental impact on the highway subject to condition that the signs are as per the proposed plans.

Environmental Health has also raised no objection subject to condition ensuring that the illuminated signs shall only be operating within the premises is open to the public and installation is outside unsocial hours.

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 (2020/23). As such the application is recommended for approval.

OFFICER RECOMMENDATION : Approve

Case Officer: Lisa Li

Recommendation Date: 25/04/24

X 

Signed by: Jane Colley Signature

On behalf of Staffordshire Moorlands District Council