



Planning Portal Ref: PP-14001423

Planning Department
Moorlands House
Stockwell Street
Leek
ST13 6HQ

13 May 2025

Dear Sir/Madam,

**TOWN AND COUNTRY PLANNING ACT 1990 (AS AMENDED)
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 2007
(AS AMENDED)
FULL PLANNING AND ADVERTISEMENT CONSENT APPLICATIONS FOR CONSTRUCTION
OF RETAIL POD (USE CLASS E) AND ASSOCIATED SIGNAGE AT:
SAINSBURY'S, WHARF ROAD, BIDDULPH, ST8 6AJ**

On behalf of Sainsburys Supermarkets Ltd, please find enclosed a full planning application and advertisement consent for the construction of a retail pod (Class E) and associated signage at the above Sainsburys store in Biddulph.

In addition to this covering letter, the following documents have been uploaded in support of this submission:

- Application Forms and certificate;
- Planning Drawing Pack prepared by Hadfield Cawkwell Davidson:
 - Site Location Plan (ref: SK-A-9430)
 - Existing Site Plan (ref: SK-A-9431)
 - Proposed Site Plan (ref: SK-A-9432)
 - Existing and Proposed Detailed Plans (ref: SK-A-9433)
 - Proposed Timpson Pod (ref: SK-A-9111)
 - Proposed Signage (ref: SK-A-9121)
- Signed and Completer CIL Form

Alongside this planning pack, a planning fee of £551.00 has been paid via the Planning Portal.

BACKGROUND AND SITE CONTEXT

The application site measures just 41m² in area, but forms part of a larger Sainsbury's Supermarket site measuring 3.89 hectares in area.

The application site is located in the car park of the existing Sainsbury's site, along the southern boundary to the customer access route. The proposed location of the pod will adjacent to an existing canopy covering a pedestrianised walkway between the store and the car park. The

Sainsbury's store is located within the boundary of the town centre within the Biddulph Neighbourhood Plan, and the Staffordshire Moorlands Local Plan adopted in 2020.

The site is easily accessible by public transport with 2 bus stops within 200m of the site along Wharf Road.

The surrounding area is predominately residential, however there are multiple commercial businesses operating to the south including Home Bargains and B&M.

The site is not located within a conservation area and there are no designation or advertisement restrictions. The site is not listed and there are no heritage or historical assets.

The site is located in Flood Zone 1 and is situated within an area of low for flooding. However given the minor nature of this proposal, there is not expected to be any increase in flood risk across any neighbouring areas.

PLANNING HISTORY

The Site

Previous planning applications that have occurred on the site can be seen below:

App Ref	Proposal	Status	Date Decided
SMD/2017/0166	Installation of 1no.internally illuminated fascia sign	Approved	10/05/2017
SMD/2016/0750	Advertisement consent for 2 no. amended internally illuminated totem signs; 2 no. amended non-illuminated pedestrian totem signs; 4 no. new internally illuminated fascia signs; 1 no. replacement Sainsbury's welcome wall sign; and 1 no. new wall mounted	Split Decision	17/02/2017
SMD/2010/0712	4no. internally illuminated fascia signs, 1no. ATM fascia sign together with 1no. protecting sign. 3no. 'welcome' wall signs on the South and West elevations. 2no. 7m internally illuminated totem signs and 1no. 6m non illuminated totem sign, Car park	Approved	08/10/2010
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	24/04/2009

THE PROPOSAL

This application seeks full planning permission for the construction of a retail pod (Use Class E), extending to 17sqm (GEA). The accompanying planning drawings submitted with this application detail the location and design of the pod, which is proposed to be located in the southern area of the existing Sainsburys store.

The installation of the pod will result in the loss of three car parking spaces. The existing car parking level is 348, and the proposed number of car parking spaces will be 345.

The proposal also includes the installation of illuminated and non-illuminated signage associated with the retail pod, including:

- 1no. internally illuminated fascia sign on the front elevations of the pod, measuring 8.087 x 0.35 x 0.06m (sign 1). Colours: finished burgundy RAL 3004 (semi-gloss) with 'Timpson' text – 5mm thick fret-cut opal acrylic in white as depicted in supporting document: Proposed Signage (SK-A-9439).
- 2no. internally illuminated fascia sign on the side elevations of the pod, measuring 2.704 x 0.35 x 0.06m (signs 2 and 3);). Colours: finished burgundy RAL 3004 (semi-gloss) with 'Timpson' text – 5mm thick fret-cut opal acrylic in white as depicted in supporting document: Proposed Signage (SK-A-9439)
- 2no. non-illuminated aluminium panel signs on the side elevations of the pod, 1.5 x 1.990m (sign 4); Colours: finished burgundy RAL 3004 (semi-gloss) with full colour digital print (gloss-laminated) applied. Non illuminated.
- 2no. non-illuminated aluminium panel signs on the front elevation of the pod, measuring 0.875 x 1.35 (signs 5 and 6); Colours: finished burgundy RAL 3004 (semi-gloss) with full colour digital print (gloss laminated) applied.
- 6no. non-illuminated aluminium panel signs on the rear elevation of the pod, measuring 0.9 x 0.5m (Sign 7); Colours: finished burgundy RAL 3004 (semi-gloss) with full colour digital print applied. Non illuminated.

Operating hours will be consistent with national Timpson pod locations (09:00 -18:00 Mon-Sat and 10:00-16:00 Sun)

Please refer to the enclosed drawing pack and signage details which specify the details of each proposed sign (Signs 1 to 7).

The pod will be operated by Timpson, who will offer dry cleaning, key cutting, watch repair, engraving and shoe repair services. The pod will operate as a drop-off and collection point for products, which are serviced both on and off site. Customers may choose to wait on site for products and services, or dependent on the type of service, customers may call and collect at a later date.

The pod will be constructed as a modular structure that will be built off-site and delivered complete. It will comprise a customer service counter and waiting area, and staff working areas. The pods are a concept that Sainsbury's have introduced in many locations across the UK. Timpson's objective

is to provide an 'express' service to its customers, in addition to the services offered at other more central stores. The rationale for having a Timpson pod is that it will provide an additional service for Sainsbury's customers while they do their shopping.

PLANNING POLICY

Local Development Plan

The Staffordshire Moorlands Local Plan was adopted in 2020 and covers the development policies for the district. The Local Plan framework will provide guidance on planning decisions up until 2033.

STAFFORDSHIRE MOORLANDS LOCAL PLAN (2020)

The following policies within the GLP are relevant to this proposal:

- **Policy SS1 (Development Principles)** – States that all development proposals must align with the sustainable development principles within the NPPF.
- **Policy SS2 (Future Provision and Distribution of Development)** – Encourages a strong distribution of employment proposals with the aim of 20% of employment applications being located within Biddulph.
- **Policy SS6 (Biddulph Area Strategy)** – The Council intends to ensure the continued growth of Biddulph through a growth and increase of employment opportunities to meet the existing and future need of the settlement. Section 3 also states the council's intention to create a strong service and retail centre in Biddulph.
- **Policy E1 (New Employment Development)** – Development should aim to maintain or enhance an appropriate range of employment opportunities across the district.
- **Policy TCR 1 (Development in the Town Centres)** – Development within the town centre should focus on promoting appropriate town centre uses such as retail, office and leisure. Proposals should also ensure that it is well related to pedestrian shopping routes and has adequate parking facilities.
- **Policy DC 1 (Design Considerations)** – All development should be well designed and reinforce local distinctiveness. In particular development should respect the site and surroundings in terms of scale, height, density, massing and layout.

National Planning Policy Framework (NPPF) (2024)

The latest version of the NPPF was adopted in December 2024 to reflect the national change of government in 2024.

Paragraph 7 of the NPPF states that the purpose of the planning system is to contribute to the achievement of sustainable development.

Paragraph 8 explains that achieving sustainable development means that the planning system has three overarching objectives; an economic objective, a social objective, and an environmental objective. With regard to the economic objective, it states that it is to help build a strong, responsive, and competitive economy, by ensuring that sufficient land of the right types is available

in the right places and at the right time to support growth, innovation, and improved productivity; and by identifying and coordinating the provision of infrastructure.

Paragraph 10 explains that, at the heart of the NPPF is a presumption in favour of sustainable development.

With regard to decision making, paragraph 39 states that local planning authorities should approach decisions on proposed development in a positive and creative way.

Paragraph 85 states that planning policies and decisions should help create the conditions in which businesses can invest, expand, and adapt. Significant weight should be placed on the need to support economic growth and productivity, considering both local business needs and wider opportunities for development.

Chapter 12 seeks to achieve well-designed places. Paragraph 130 states (among other criteria):

“Planning policies and decisions should ensure that developments:

a) will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;

b) are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;

c) are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities) ...”

Paragraph 136 clarifies that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Paragraph 141 aims to ensure that sites do not become poorly sited and designed through excess advertisements and inappropriate displays of signage.

PLANNING CONSIDERATIONS

We consider that the key considerations of the proposal are the principle of development; design, highways, amenity, and public safety. These are considered below.

Principle of development

The proposed retail pod will be located on an existing retail site, providing increased employment and economic growth opportunities. The location and type of development are therefore both supported by local plan policies DC1 and TCR 1. Therefore, the proposal is acceptable in accordance with local and national policy.

The site is located within the boundaries of an existing supermarket. It therefore represents a well-established retail destination, which is entirely appropriate for the proposed retail pod.

The pod will provide three new full time equivalent jobs, and it will make a positive contribution to the local economy. It will also improve the range and availability of products and services, in a convenient location.

In light of the above, we consider that the proposal is acceptable in principle and that it complies with Policy SS2 of the Local Plan and paragraph 85 of the NPPF.

Design and impact on the character of the area

The site is located within an existing supermarket site supplementing of existing retail uses. This comprises of a variety of designs, scales and materiality. The site is easily accessible by Wharf Road displaying sufficient supply of consumers. The sites wider location within Biddulph Town Centre also shows the prominent of existence of retail and commercial units, in addition to a variety of advertisements.

The supermarket itself comprises a glazed façade and features white cladding across the front of the store. There is also a canopy covering a paved area around the front of the store, providing coverage upon entrance. Nearby buildings feature a mixture of red brick dwellings and the large red brick retail stores to the south. There is therefore not one consistent design approach across the site.

The Timpson pod would be located close to the entrance of the Sainsbury's store. Its appearance would be typical of Timpson pods that can be found in similar locations across the country; comprising larch timber cladding, an aluminium glazed door with glazed side screens either side, and a light grey roof. The pod would be viewed within the context of its modern, commercial design, and would replicate the glazing and timber panelling featured on the Sainsbury's store. The proposal is therefore well suited to its surrounding context, in accordance with Policy DC1 of the Local Plan.

The pod would have a lower overall height than the existing Sainsbury's store and canopy. The pod does not seek to mimic the Sainsbury's store, instead its design is complementary.

In light of the above, the design of the pod has considered the immediate context of the front elevation of the supermarket and entrance lobby, as well as the wider surrounding modern, commercial context. We consider that the design is entirely appropriate within both of these contexts, and it would complement and integrate well with the overall form and appearance of the existing Sainsbury's store and wider car park. The proposal therefore represents high quality design, and it will have no adverse impact on the character of the area. As such, we consider that it is in accordance with Policies SS1, SS2 and TCR1 of the Local Plan.

Highways

Timpson's (Use Class E) will operate as an ancillary use to the existing Sainsbury's store. Therefore, many visitors are likely to link their trip to Timpson's as part of using other services and facilities within the wider Sainsburys Car park. The proposal will therefore have a negligible impact in terms of vehicular trips to and from the site.

Whilst the proposal results in the loss of three parking spaces, this is a very small number with respect to the overall parking provision at the site. There will be adequate parking provision for the supermarket and pod once the pod is in situ.

In light of the above, we consider that the proposal will have no detrimental impact on the local highway or parking at the site, in accordance with the parking standards stated in the Local Plan .

ADVERTISEMENTS

In accordance with paragraph 141 of the NPPF, the proposed advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. These considerations are therefore discussed below.

Amenity

The proposal comprises the installation of 7no. signs that would be situated on the proposed pod, to advertise Timpson's and to provide information on services and products on offer. The type of signage proposed is typical of a Timpson pod but also generally of commercial development in the areas surrounding the site.

The proposed signage is a subtle design and pallet, meaning the pod will be subservient to the existing Sainsbury's store in accordance with NPPF paragraph 141.

There are no residential properties within the vicinity of the site. Furthermore, there is various illuminated and non-illuminated signage already present at the supermarket and across the car park.

The signs that are proposed as part of this application will therefore have no adverse impact on amenity, given the existing commercial context, the number of existing signs already installed, and the fact that the signs are static and either non-illuminated or internally illuminated only to a maximum of 254.51cd/m². The proposal is therefore in accordance with paragraph 141 of the NPPF.

Public Safety

As explained above, the proposed signs will be installed in a location where signage (illuminated and non-illuminated) is commonplace. The addition of the proposed signs will therefore pose no risk to road users and therefore the proposal has no adverse impact on public safety.

CONCLUSIONS

The proposed retail pod will be located at an existing, allocated and well-established retail supermarket site that comprises of and border buildings of various designs, scale and materialities. A pod in a location such as this is commonplace, and its design will complement the existing character. The proposal will have no adverse impact with regard to amenity, highways or public safety, and it is compliant with local and national planning policy.

I trust the above and enclosed is sufficient to validate the application. In the meantime, please do not hesitate to contact me if you require any further information.

Yours faithfully,



Callum Crow
Graduate Planning Consultant