

## DELEGATED DECISION REPORT

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**SMD/2025/0232**  
**Valid 16/05/2025**

**SAINSBURY'S**  
**WHARF ROAD**  
**BIDDULPH**

**INSTALLATION OF**  
**ILLUMINATED AND NON-**  
**ILLUMINATED SIGNAGE TO**  
**PROPOSED RETAIL POD**

**(ADVERTISEMENT CONSENT)**

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### MAIN ISSUES

- Design appearance

### DESCRIPTION OF SITE

This relates to a simultaneous application made under SMD/2025/0232 for construction of a retail pod (Class E) and associated signage (full - minor) and separately recommended for approval.

The site is within the designed car park serving Sainsbury's Wharf Road store, Biddulph. Specifically the site would occupy a parking space and a portion of paved pedestrian precinct. The proposal site is 25m west of the store's entrance from the car park. A spinal covered walkway leads in a straight line across the car park from the store's car park entrance and the proposed development would be aligned alongside this walkway and its covering canopy.

In common with the car park as a whole the site lies outside the 'Town centre boundary' as defined in the Local Plan under policy TCR1. The south elevation of the store building meanwhile is defined as part of the town's 'Primary shopping frontage' as defined under TCR2.

### PROPOSAL

The proposal concerns various signs as illustrated with annotated notes on drawing SK-A-9121 rev 3. A perimeter fascia at parapet level to three sides of the flat roofed pod or cabin would have internally illuminated lettering. The stated illuminance is given as 254.51 cd/m<sup>2</sup>. The height of the fascia is 35cm and the lettering would be 21cm.

The remaining signs are:

Sign 4 (2 no.) one to each end elevation – Size: 1500 x 1990. Specification: 3mm thick flat aluminium composite panel with full colour digital print (gloss laminated & wrapped edges) applied. Finished Burgundy RAL 3004 with White text RAL 9010. Non illuminated.

Signs 5 and 6 – one to each side of the glazed front section openings. Size: 875 x 1350. Specification: 3mm thick flat aluminium composite panels with full colour digital prints (gloss laminated & wrapped edges) applied. Finished Burgundy RAL 3004 with White text RAL 9010. Non illuminated.

Sign 7 – six of these forming a row along the otherwise blank walled rear (south) elevation – size: 900 x 500mm. Specification: 3mm thick flat aluminium composite panels with full colour digital prints (gloss laminated & wrapped edges) applied. Finished Burgundy RAL 3004 with White text RAL 9010. Non illuminated.

## **RELEVANT LOCAL AND NATIONAL PLANNING POLICIES**

### **Local Plan (adopted 9<sup>th</sup> September 2020)**

SS1 Development Principles  
SS2 Settlement Hierarchy  
SS6 Biddulph Area Strategy  
DC1 Design Considerations

### **National Planning Policy Framework (Dec 2024)**

Paragraph(s) 1 – 14;

Section(s) 4 – Decision making; 6 – Building a strong and competitive economy; 7 – Ensuring the vitality of town centres; 8 – Promoting healthy and safe communities; 9 – Promoting sustainable transport; 11 – Making effective use of land; 12 – Achieving well designed places; 15 – Conserving and enhancing the natural environment; 16 – Conserving and enhancing the historic environment.

### **Adopted Supplementary Planning Documents/Guidance (SPD/G):**

- Space About Dwellings SPG
- Design Principles SPG
- Design Guide SPD adopted 21st February 2018

### **Local Plan Supporting Evidence Documents:**

- Landscape and Settlement Character Assessment (2008)

## **SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS**

The site is part of the approved Sainsbury's retail development site ref 08/01547/FUL\_MJ [SMD/2008/1028].

## **CONSULTATIONS**

### **Publicity**

Site Notice expiry date: 13.06.2025

Neighbour consultation period ends: 09.06.2025

Press Advert: N/A

## **Public Comments**

Lodged under this application SMD/2025/0235 but chiefly relevant to SMD/2025/0232 where the points raised are fully considered.

- this proposed use for additional retail provision is in general a positive consideration despite taking up a favourite parking spot
- However, whilst the above and the following are not material planning considerations, I wanted to note that this proposal risks undermining long-standing, traditional family business provision in the town, which may adversely impact on the retail mix on the high street eg Snelson's, which has served Biddulph for many years and is currently a much-loved fixture of the community and already provides much of the retail provision of Timpsons.

## **Town / Parish Comments**

Biddulph Town Council: "No adverse comments. Highlight pedestrian safety regarding access from the car park; Councillors would prefer access from the pedestrian area behind."

## **Staffordshire County Council Highways**

Recommend acceptance. Application is for advertisement consent for signage of proposed retail pod subject of separate application. Signs 1, 2 and 3 are internally illuminated at 254.51 cd/m<sup>2</sup>. This is below maximum permitted illumination level for signs of this size and in this type of location. Signs are remote from the highway, on private land and contain no directional element. These signs are unlikely to have a severe effect on the highway.

No highway objections.

## **Police Architectural Liaison**

Attention is drawn to general requirements and expectations contained in the NPPF and PPG and refers to a "statutory obligation placed on local authorities to do all they reasonably can to prevent crime and disorder in accordance with Section 17 of the Crime and Disorder Act 1998". No specific issues of concern are raised for this proposal.

## **OFFICER COMMENTS**

### **Principle of Development**

The proposal is within the Biddulph town development boundary where development is acceptable in principle.

### **Design**

In their colour combinations and scale the design layouts and lettering sizes of the proposed signs can be considered appropriate to the structure they relate to and its location in the active car park of the supermarket store hosting the development.

The use of lighting in the perimeter roof fascia to three sides can be considered proportionate and should appear acceptably discreet.

### **Amenity**

The nearest dwellings are some 50m or more away at 1 and 3 Wharf Road and at South View (both to the general south east). In this town centre environment there are not seen to be any likely additional impacts on living conditions.

### **Highway Safety**

Based on the HO advice no issues arise.

### **Other matters**

Amended plans were received to agree a changed orientation of the structure from that first submitted.

The public representation does not raise issues specific to the signage.

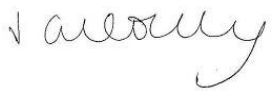
## **CONCLUSION / PLANNING BALANCE**

In consideration of all of the above the application is recommended for approval.

**OFFICER RECOMMENDATION :    Approve**

**Case Officer:** Arne Swithenbank

**Recommendation Date:** 09.07.2025

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Signed by: Jane Curley

**On behalf of Staffordshire Moorlands District Council**