

DELEGATED DECISION REPORT

SMD/2025/0512
Valid 10/12/2025

**321 325 LATE SHOP ,
UTTOXETER ROAD ,
BLYTHE BRIDGE ,
STAFFORDSHIRE , ST11
9QA**

**CREATION OF TWO
ADDITIONAL COMMERCIAL
UNITS & LANDSCAPING**

FULL - MINOR

MAIN ISSUES

- Principle of development
- Design and visual impact
- Highways/parking
- Amenity
- Environmental Health matters
- Coal

DESCRIPTION OF SITE

The application site comprises a single-storey, flat-roofed, detached convenience store of brick construction, located within a generous plot. The site is predominantly hard-surfaced and is currently utilised for customer parking. Vehicular access is provided from the southern boundary directly off Uttoxeter Road.

Blythe Bridge is characterised by a diverse mix of land uses, including residential, educational and retail facilities. The immediate context of the site is predominantly residential, comprising dwellings of varying ages and types. To the west, along Wesley Street, the surrounding development consists of traditional brick terraced properties. Similar terraced dwellings are located to the south along Uttoxeter Road, which back onto the application site. To the north, the surrounding residential development is more recent in character and comprises detached dwellings.

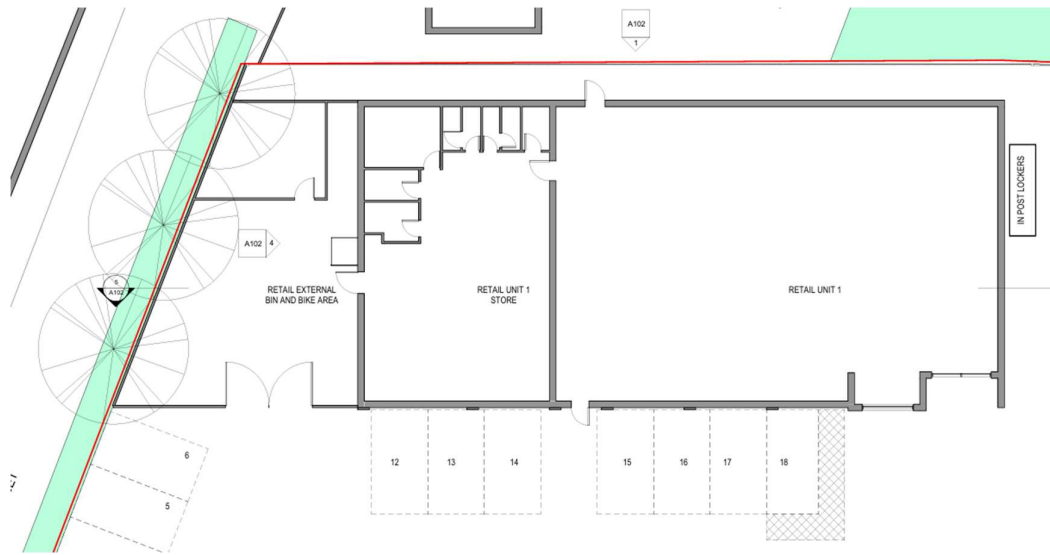
For the purposes of planning policy assessment, the application site lies within the Blythe Bridge Development Boundary and is situated within a Coal Development Low Risk Area. The site does not contain any listed buildings or structures, nor are there any protected trees within the site boundary. Furthermore, the site is not located within a Conservation Area and is not identified as being within an area at risk of flooding.

PROPOSAL

Planning approval is sought to create and sub divide the existing building into two additional commercial units on the site of an existing convenience store. The store currently has a service yard to the side, air conditioning units on the building and plant on the roof. There are no extraction flues on the building.

There is ample car parking provision to cater for the units proposed.

Note: notwithstanding indications of proposed new signage on the plans, signage is not subject of this application and will require separate advertisement consent.



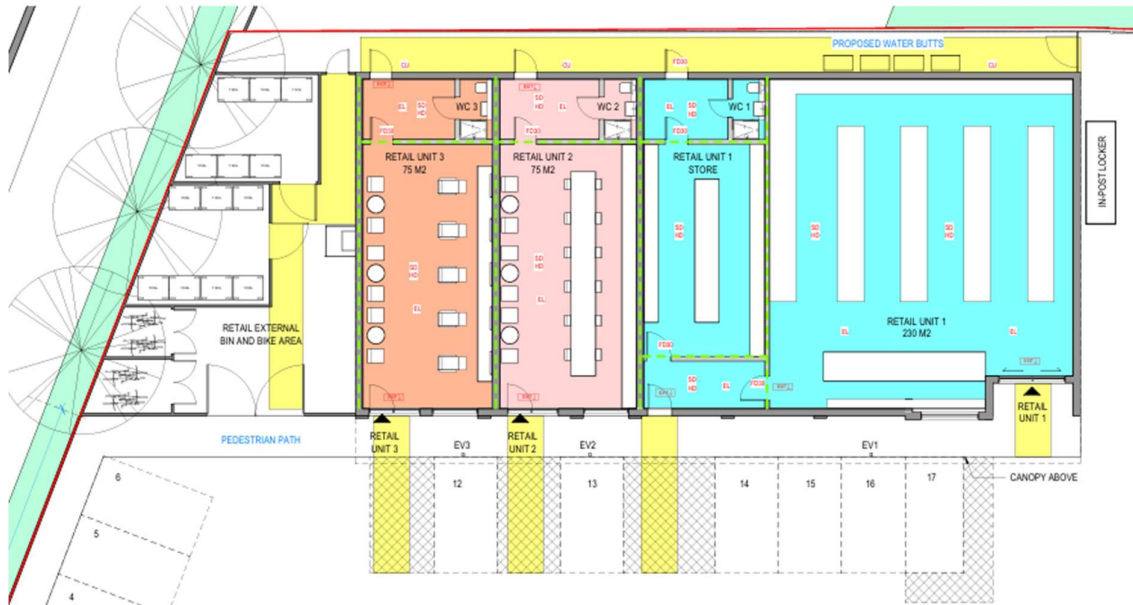
The additional units will be created by reconfiguring the floorspace within the existing building.

Externally on the front elevation there will be shopfronts inserted on the front of the new units (window/doors). An extended projecting canopy will span across the front of all three units.

The two additional plant compounds on the roof will be enclosed with louvres (similar to the existing plant on the roof). The flat roof will be planted with sedum to create a green roof, improving biodiversity.

Close boarded timber fencing will be erected to enclose and secure the site along St Peters Lane and Uttoxeter Road.

To the rear additional access doors to the rear of the new units will allow access into the service yard area, the rear access doors will enable the units to be serviced allowing access to the external communal service yard containing bin storage area and staff bike racks.



RELEVANT LOCAL AND NATIONAL PLANNING POLICIES

Staffordshire Moorlands Local Plan (Adopted 2020)

SS1 Development Principles
 SS8 Larger Villages Areas Strategy
 DC1 Design Considerations
 T1 Development and Sustainable Transport
 Appendix 2 Parking Guidance

Supplementary Planning Guidance

1. Space About Dwellings
2. Design Principles for Development in the Staffordshire Moorlands: New Dwellings and Extensions to Dwellings

Supplementary Planning Document

1. Staffordshire Moorlands Design Guide

National Planning Policy Framework

Including sections -
 2: Achieving sustainable development
 11: Making effective use of land
 12: Achieving well-designed places

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

SMD/2024/0259 2 Storey addition to existing building for the creation of 6 self contained flats Refused

SMD/2023/0398 2 Storey addition to existing building for the creation of 6 self contained flats Refused
09/00086/ADV 2 No. internally illuminated fascia signs, 5 No. blank panel and 1 window vinyl Approved
03/01192/FUL Retention of satellite dish. Approved.
00/00162/FUL Siting of air conditioning units at roof level (retrospective application). Approved
91/00874/OLD Directional free-standing sign. Refused

CONSULTATIONS

Publicity

Site Notice expiry date: 27/01/2026
Neighbour re-consultation period ends: 20/03/2026

Public Comments

No representations received during the determination period

Environmental Health

General Comments

- Asbestos: A Demolition or refurbishment asbestos survey and risk assessment should be carried out prior to the demolition/renovation of the existing buildings. The enforcing authority for this type of work is the Health and Safety Executive (HSE) and it is recommended that you contact them directly to discuss their requirements: <http://www.hse.gov.uk/>
- Lighting: The lighting scheme should comply with the Institution of Lighting Professionals Guidance Note for the reduction of obtrusive light 2021(or later versions). It should be designed to provide the minimum required for security and operational processes and be installed to minimise potential artificial light pollution.
- Operational and delivery etc. timings should comply with the advice set out in the noise impact assessment.
- Plant Noise: A noise impact assessment has been submitted to address the noise impacts of the development; it was undertaken by dB Technika Acoustic Specialists (Ref. 1R/DBT7888 27 February 2026).

It determines that based on plant detail and timings provided the plant will not adversely impact residential amenity. It predicts the rating levels of plant noise (incl. acoustic corrections) will not cause an increase over prevailing background sound levels (Ref 4.0). It is noted there is no tonal or intermittency correction considered which is unusual for plant noise, but any future noise measurements would be required to objectively consider noise emissions in compliance with the requirements of BS4142+A1:2019, under the condition we have recommended. The applicant should consult with their acoustician on any changes to the selection and installation of plant.

The NIA also proposes mitigation in section 5 which should be installed in full.

The plant is proposed to only operate during the day – “Based on information provided by the applicant, the plant is expected to operate between 07:00hrs and 21:00hrs Monday to Saturday, and between 08:00hrs and 20:00hrs on Sundays, though not necessarily on a continuous basis. Pg5) This advice should be conditioned.

We would advise opening and delivery times are also conditioned as per the advice submitted in the application form.

Recommendation – Environmental Health have no objection subject to condition.

Highways

Parking provision relative to floor space –Local Plan Appendix 2 stipulates:
Class A1 / Shops: 1 space per 20 sqm. Class A2 / Financial & professional service: 1 space per 30 sqm. The total retail floor area is 390 SQM, which equates to 19.5 parking spaces. Currently there are 26 spaces.

This is an existing local store, and the proposal is to split into total of 3 commercial units. There are ample car parking spaces. Cycle parking is proposed and shall be secure, safe and covered.

No objection subject to the following being secured via condition:

Secure, covered and safe cycle parking facilities shall be provided within the site prior to the first occupation of the development in accordance with a scheme that has first been submitted to, and approved in writing by, the Local Planning Authority. The approved facilities shall be retained in perpetuity.

Town / Parish Comments

No representations received during the determination period

OFFICER COMMENTS

Principle of Development

The application site is considered to be within a sustainable location within the larger village (and settlement boundary) of Blythe Bridge which is identified within Local Plan policy SS8. Policy SS8 supports (in principle), commercial development in addition to other types of development in order to ‘retain and enhance their (larger villages) role as rural service centres.’

This is of course subject to all other material planning considerations being satisfied. In this instance the considerations include design, visual impact, neighbour amenity, environmental matters, and parking provision.

Design & Impact on the Area

The NPPF requires the design of a development to add to the overall quality of an area, by being sympathetic to local character and by being visually attractive as a result of good architecture.

Policy DC1 refers to design and states that all development should be well designed and be of a high quality that responds positively to both its environment and the challenge of climate change, whilst contributing to local distinctiveness and sense of place. Development is expected to contribute positively to an area's character, history, and identity in terms of scale, height, density, layout, appearance, materials and the relationship to adjacent buildings and landscape features.

The application site currently consists of a flat roof, detached retail unit and a car park. The building is a brick structure with advertisement fascia boards and associated storage on the western side of the plot. This is an existing flat roof building with no particular architectural merit.

The council will ensure that development proposals contribute positively to the character of the built environment in accordance with sub area strategies.

The external alterations to the building are primarily on the front elevation and on the roof. The introduction of windows and doors to create two new shop frontages and extending the roof canopy overhang on the principal elevation do not detract, but enhances visual the appearance of the building by breaking up the expanse of blank brickwork and unifying the units. From a distance the new plant enclosures on the roof will be visible, however there is already plant on the roof, and the louvres contain and screen from view the mechanics, they do not look out of place.



The containment and securing of the site with close boarded timber fencing will serve to screen the site and deter intruders and antisocial behaviour.

The reorganisation of the external yard area will enable efficient storage of waste materials and also provide space for cycle racks so that employees have a secure area and be encouraged to get to work by transport methods other than by car.

There are no design objections to the proposal.

The building is an unremarkable building, and the proposed alterations will only improve its visual appearance on the streetscape, and remove the adhoc clutter that currently surrounds this building.

The design and materials of the proposed alterations will modernise the existing building and will not appear visually prominent within the street scene. It is for these reasons that the proposed alterations will enhance and not harm the character of the area and comply with policy DC1 of the Local Plan and the NPPF.

Amenity

Local Plan Policy seeks to secure development that does not result in unacceptable effects on the amenity of the area by reason of visual intrusion, overlooking, shadowing, overbearing effect, noise, light pollution or other adverse impacts on local character and amenity. Details of the lighting is conditioned to be submitted for approval prior to development commencing.

The proposed alterations are primarily to the front, screened from view on a ground floor location, or on the roof and distanced away, or screened from the windows of neighbouring properties habitable rooms and should cause no adverse harm to amenity or privacy of neighbouring properties.

Noise

A noise impact assessment has been submitted to address the noise impacts of the development; it was undertaken by dB Technika Acoustic Specialists (Ref. 1R/DBT7888 27 February 2026).

It determines that based on plant detail and timings provided the plant will not adversely impact residential amenity. It predicts the rating levels of plant noise (incl. acoustic corrections) will not cause an increase over prevailing background sound levels (Ref 4.0). It is noted there is no tonal or intermittency correction considered which is unusual for plant noise, but any future noise measurements would be required to objectively consider noise emissions in compliance with the requirements of BS4142+A1:2019, under the condition Environmental Health have recommended. The applicant will be advised to consult with their acoustician on any changes to the selection and installation of plant.

The Noise Impact Assessment also proposes retaining the existing roof top mitigation surrounding the plant. The three rooftop fixed plant compounds will be protected by louvred screens on all sides as shown in Section 27.0 of the 'Design & Access Statement' (Issue date: 08-01-2026 / issue no: P1), described as an "Acoustic Louvre screen with inward opening double doors." The system installed would be a Duco Acoustic 150 to provide visual screening and noise attenuation from a roof-top plant area, all PPC finished to RAL 7105 and as shown in the project's elevation drawing – the mitigation should be installed in full.

The plant is proposed to only operate during the day – "Based on information provided by the applicant, the plant is expected to operate between 07:00hrs and 21:00hrs Monday to Saturday, and between 08:00hrs and 20:00hrs on Sundays, though not necessarily on a continuous basis. As stated on Page 5 of the report, this is conditioned.

On the advice of Environmental Health, opening and delivery times are also conditioned as per the times confirmed by the applicant (email dated January 28 2026), opening hours being:

Monday to Friday: Start Time: 07:00 End Time: 21:00,

Saturday: Start Time: 08:00 End Time: 20:00

Sunday / Bank Holiday: Start Time: 08:00 End Time: 20:00.

Subject to conditions, the proposed development will comply with policy SS1 of the Local Plan.

Parking

Currently there are 26 parking spaces. This is an existing local store, and the proposal is to split into total of 3 commercial units. There are ample car parking spaces. Cycle parking is proposed and considered secure, safe and covered.

Coal

The application site is within a low-risk coal development area. Latest advice contained on the Gov.uk website is that 'If you are submitting a planning application in a Development Low Risk Area then there is no statutory requirement to submit a CMRA to the LPA' however 'the proposed development still lies within a coal mining area and could contain unrecorded hazards.' The advice is that if any coal mining feature is encountered it must be immediately reported to the Coal Authority.

CONCLUSION / PLANNING BALANCE

For the reasons outlined above, the development (as detailed on the approved drawings) is considered to accord with the relevant policies contained in the Staffordshire Moorlands Local Plan and the NPPF (2025). As such the application is recommended for approval.

OFFICER RECOMMENDATION: APPROVE

Case Officer: P. Twigg

Recommendation Date: 6.03.2026

X 

Signed by: Jane Colley Signature

On behalf of Staffordshire Moorlands District Council