

To: Staffordshire Moorlands, DCM
Staffordshire Moorlands District Council
Moorlands House
Stockwell Street
Leek
ST13 6HQ

Applicant: MR ANDREW GREEN
QUEEN STREET,
CHEADLE
ST101BG

Application Type: FULL

Officer: Tracey Lunn

Application No: SMD2021/0401

Date: 26-AUG-2021

Date Received: 03-AUG-2021

Road No: A0522

Particulars of Development:

2 X EXTERNALLY ILLUMINATED FASCIAS WITH LETTERS AND LOGOS
1 X EXTERNALLY ILLUMINATED PROJECTION SIGN
2 X EXTERNALLY ILLUMINATED TILE FASCIA
1 X EXTERNALLY ILLUMINATED POLE MOUNTED TILE LOGO

Location of Development:

3 ALTON CASTLE TAPE STREET
CHEADLE

Acceptance

Recommendations: There are no objections on Highway grounds to this proposal.

Current records show that there were no recorded Personal Injury Collisions on Tape Street however 1 (PIC) was recorded on Queen Street within 50 metres of the property for the previous five years. Although all PICs are regrettable, the overall volume of collisions does not suggest there are any existing safety problems that would be exacerbated by the proposal.

The property is located within Cheadle Town centre on Tape Street which is an A classified road (Road No. A0522) at its junction with Queen Street a B classified road (Road No. B5417) both have a speed limit of 30 mph and street lighting. Tape Street has an established mix of residential and various commercial properties.

Previous Application: SMD/2021/0058 - Change of use from former public house to hot food takeaway – Acceptable to the Highway Authority.

The proposal is for the instillation of 2 x externally illuminated fascia signs, 1 x externally illuminated projection sign, 2 x externally illuminated tile fascia signs and 2 x externally illuminated tile fascia signs.

The property, previously a pub is now a hot food takeaway, change of use application SMD/2021/0058.

Signs will be mounted as specified height, sign size, type and illumination within the application form and Site Plan Drawing No. DJ-0521-070.

There are no objections on Highway grounds to this proposal (SMD/2021/0401).

Note to Planning Officer

The illuminated fascia signs meet the luminance levels for their size therefore I have no objection to this proposal.

1 x externally illuminated pole mounted tile logo is shown with the submitted documentation (Drawing No. DJ-0521-065). However, this is not detailed within the application form and illumination levels have not been supplied. This approval is given assuming the pole mounted tile logo sign will have the appropriate levels of illumination.

INFORMATIVE

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

**Assistant Director - Highways and the Built County
on behalf of the County Council
as Highway Authority**