

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

Applicant: MISS ABBEY BOOBYER
LEEK UNITED BUILDING SOCIETY
50 ST EDWARD STREET
LEEK
ST135DL

Application Type: FULL

Officer: Tracey Lunn

Application No: SMD2021/0591

Date: 22-OCT-2021

Date Received: 12-OCT-2021

Road No: A0520

Particulars of Development:

REMOVAL OF THE 2 X EXISTING SIGNS AND INSTALLING 3 X NEW SIGNS (2 OF THESE SIGNS WILL GO WHERE THE EXISTING SIGNS CURRENTLY ARE). THE NEW SIGN IS TO BE LOCATED ON THE BUILDING DOWN STRANGMAN STREET. THE ONLY DIFFERENCES THEY ARE LOOKING TO MAKE IS 1. TO INCREASE THE HEIGHT AND WIDTH OF THE FRONT SIGN TO MATCH THE 'RIBBON' AROUND THE BUILDING, ON THE FRONT SIGN AND NEW SIDE SIGN. 2. TO ADD INTERNAL ILLUMINATION TO ALL SIGNS, THIS WILL BE ONLY TO INTERNALLY ILLUMINATE THE TEXT ON THE SIGNS. THE COLOURS AND WORDS REMAIN THE SAME AS EXISTING. PLEASE NOTE, THE INTERNAL ILLUMINATION IS FOR THE TEXT ONLY AND THIS WILL ONLY BE TURNED ON DURING THE DAYTIME/WORKING HOURS

Location of Development:

LEEK UNITED BUILDING SOCIETY 50 ST EDWARD STREET

Acceptance

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

1. Site Visit Carried Out on 21/10/2021
2. Personal Injury Collisions;
Current records show that there are no personal injury collisions (PIC) on St. Edward Street/Strangman Street within a 50 metres radius of the property for the previous five years.
3. Background;
The building is located on St. Edward Street and Strangman Street, within Leek Town Centre. St. Edward Street (Road No. D1287) and Strangman Street (Road No.D1291) are unclassified roads, have a speed limit of 30mph and benefit from streetlights.
4. Description of Proposal;
The proposed Advertisement Consent Application seeks consent to replace 2 existing signs and to mount 1 new sign on the Leek United building.
5. Comment;
The proposal involves the removal and replacement of 2 x existing signs, 1 on the west elevation of the building on St. Edwards Street and 1 new sign is to be mounted on the south elevation on Strangman Street.

The replacement signs to the St. Edwards Street elevation will be increased in height and width, the new sign on the Strangman Street elevation will match the signs on St. Edwards Street.

All signs are fascia signs and will be internally illuminated for the text only.

Signs will be mounted as specified height, sign size, type and illumination within the application form and Drawing Number 5980-LBS_ST_EDUARDS-RIL-00-XX-DR-I-0002-ELEV-P3-R1.

The illuminated fascia signs meet the luminance levels for their size therefore I have no objection to this proposal (SMD/2021/0591).

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