Form X

Staffordshire County Council
Town and Country Planning Act 1990
Development Management Procedure Order 2015

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

Applicant:
Bellway Homes Limited Centurion Court, Wilnecote, Tamworth, B77 5PN

Application Type: ADVERTISEMENT

Officer: Tracey Lunn

Our Reference: SMD20220005

District Reference: SMD/2022/0005

Date Received: 08-Mar-2022

Date Responded: 21-Mar-2022

Particulars of Development:
Advertisement for the purpose of selling 2, 3 & 4 bedroom houses at the Cecilly Mills development with street scene artwork and contact details.

Location of Development:
183, Tean Road, STOKE-ON-TRENT, ST10 1LS

Recommendation Summary: Acceptance

Site Visit Conducted on: 15-Mar-2022

Personal Injury Collisions;
Current records show that there are no personal injury collisions (PIC) on Tean Road within a 50 metres radius of the site for the previous five years.

Background;
The site is located on Tean Road (Road No. A0522) between Tean (old) Road (Road No. D1196) at the junction with Eaves Lane (Road No. D1189). All roads are subject to a 30mph speed limit and benefit from footways and streetlighting.

Description of Proposal;
Advertisement for the purpose of selling 2, 3 & 4 bedroom houses at the Cecilly Mills development.

Comment;
The proposed Advertisement Consent Application seeks consent to erect 1 x double sided non-illuminated advertising board. The proposed sign will be mounted within a parcel of land between Tean Road, Tean (old) Road at the junction with Eaves Lane, as shown on submitted plan titled Proposed location of sign Drg. No. TRC-SBL-01.

The sign will be mounted as per the specified height, sign size and type detailed in the submitted plan titled 01825-03_AD4231 Cecilly Mills.

I have no objection to this proposal (SMD/2022/0005).

Informative: The applicant is required to take responsibility for the fixtures and fittings associated with the sign facing onto Tean Road and be liable for future maintenance and any claims made relating to the sign.

Staffordshire County Council

Commissioner for the Built County
On behalf of the County Council
As Highway Authority