



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

Application Type: ADVERTISEMENT

Applicant:

Lloyds News & Booze Uttoxeter Road, Blythe Bridge,
 Staffordshire, ST11 9JR

Officer: Tracey Lunn

Our Reference: SMD20220331

District Reference: SMD/2022/0331

Date Received: 30-Jun-2022

Date Responded: 15-Jul-2022

Particulars of Development:

Replacement business signage

Location of Development:

217,LLOYDS NEWSAGENTS,Uttoxeter Road,STOKE-ON-TRENT,ST11 9JR

Recommendation Summary: Acceptance

Site Visit Conducted on: 11-Jul-2022

Personal Injury Collisions;

Current records show that there are no personal injury collisions (PIC) on Uttoxeter Road within 43 metres either side of the property for the previous five years.

Background;

The building is located on Uttoxeter Road an A classified road (Road No. A0521). Uttoxeter Road is subject to a speed limit of 30mph and has footways and streetlights.

Description of Proposal;

Replacement business signage.

Comment;

The proposal is to remove the existing sign and replace with a new aluminium sign. The new sign is to be mounted on the south-west facing elevation of the building. The sign will be externally illuminated with a trough light unit and will be mounted at the specified height, sign size, type and illumination levels stated within the application form.

The illumination of the sign meets the luminance levels for its size therefore I have no objection to this proposal (SMD/2022/0331).

INFORMATIVE;

The owner of the premises is required to take responsibility for the fixtures and fittings associated with the sign and its lighting and be liable for future maintenance and any claims made.

Assistant Director, Highways and the Built County
On behalf of the County Council as
Highway Authority