



**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:** FULL

**Applicant:**

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

**Officer:** Tracey Lunn

**Our Reference:** SMD20220330

**District Reference:** SMD/2022/0330

**Date Received:** 01-Aug-2022

**Date Responded:** 02-Aug-2022

**Particulars of Development:**

Installation of new secure shop frontage

**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.

**Previous Applications;**

SMD/2022/0331 - Replacement business signage – Approved by the Highway Authority.

**Description of Proposal;**

Installation of new secure shop frontage.

**Comment;**

The proposal is to install a new shop frontage with secure roller shutters and to remove the existing sign and replace with a new aluminium sign and trough lighting. The new roller shutters will be concealed within the shutter housing and installed to the south-west facing elevation of the building, the new sign will be mounted above. 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 installation of the new shop frontage does not have a detrimental impact on the highway and the illumination of the sign meets the luminance levels for its size. Therefore, I have no objection to this proposal (SMD/2022/0330).



**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