



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:

McDonalds Restaurants Ltd East Finchley, London, N2 8AW

Officer: David Plant

Our Reference: SMD20220357

District Reference: SMD/2022/0357

Date Received: 26-Jul-2022

Date Responded: 12-Aug-2022

Particulars of Development:

THE INSTALLATION OF A FREESTANDING TOTEM SIGN.

Location of Development:

Land off the A523, Churnet Way, Leek, Staffordshire, ST13 8YQ

Recommendation Summary: Conditional

Site Visit Conducted on: 28-Jul-2022

1. The intensity of the illumination of the advertisement permitted by this consent shall not exceed 600 candelas per square metre
2. No direct source of light shall be visible to drivers on the highway.

REASONS

ALL To comply with NPPF Paragraph 110; to comply with SMDC Local Plan Policy DC1; in the interests of highway safety.

NOTES TO PLANNING OFFICER

The proposed illumination is within acceptable limits for lit areas.

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