



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:

Leek United Building Society St Edward Street, Leek,
 Staffordshire, ST13 5DL

Officer: Tracey Lunn

Our Reference: SMD20220452

District Reference: SMD/2022/0452

Date Received: 27-Jan-2023

Date Responded: 09-Feb-2023

Particulars of Development:

REVISED PLANS Amendments to existing signage

Location of Development:

50, LEEK UNITED BLDG SOC, St. Edward Street, LEEK, ST13 5DL

Recommendation Summary: Conditional

Site Visit Conducted on: 21-Oct-2022

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.

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.

Previous Application:

SMD/2021/0591- Advertisement consent – Acceptable to the Highway Authority.

Description of Proposal:

Amendments to existing signage.

Comment:

The proposal to amend existing signage approved under application SMD/2021/0591. This involves the removal and replacement of signs and additional signs as detailed below:

St. Edward's Street elevation.

Existing Leek United signs (x 2) to be removed, replaced with individual lettering and new logo sign, backlit with LED lighting.

A new 'Head Office' sign (x 1) with individual lettering and logo sign, backlit with LED lighting.

Strangman Street Elevation.

A new sign (x 1) with individual lettering and logo sign, backlit with LED lighting.

South Elevation



Existing Leek United sign (x1) to be removed and replaced with an advertisement logo sign, backlit with LED lighting.

It is noted within the application form the intended luminance levels are 800cd/m this is above the appropriate luminance limits for signs as stated in The Institution of Lighting Professionals, Brightness of Illuminated Advertisements 3rd Edition 2015.

Definition of a zone E3 - Medium district brightness areas (e.g. small town centres, urban locations). Appropriate levels for a Zone E3 are; up to 10.00 sq. metres 600 cd/m.

Signs will be mounted as specified height, sign size and type stated within the application form and Drg. No 2022-2706-17 Rev E.

It is considered the proposal would not have a detrimental impact on the highway. I therefore have no objection to the proposal (application number SMD/2022/0452) subject to the following condition:

The development hereby permitted shall not have any lighting levels above 600 cd/m for any illuminated sign up to 10 sq. metres.

INFORMATIVE:

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

Note to Planning Officer:

The application form makes reference to signs A, B, C and D however Drg. No. 2022-2706-17 Rev. E does not demonstrate individual sign reference (A, B, C or D).

Stated within the application form the intended luminance levels are 800cd/m this is above the appropriate luminance limits for signs hence condition above.

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