



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:

Warren Milroy Vivid Outdoor Media Solutions (B) Limited
 Landmark House, Station Road, Cheadle Hulme, Stockport,
 United Kingdom, SK8 7BS

Officer: Tracey Lunn

Our Reference: SMD20230581V1

District Reference: SMD/2023/0581

Date Received: 08-Jan-2024

Date Responded: 09-Jan-2024

Particulars of Development:

The erection and display of a single freestanding 6 x 3 metre LED display unit

Location of Development:

Land at, Leek Hockey Club, Macclesfield Road, Leek, Staffordshire, ST13 8LD

Recommendation Summary: Conditional

Site Visit Conducted on: 08-Jan-2024

Personal Injury Collisions:

Current records show that there were no personal injury collision (PIC) on Macclesfield Road within 50 metres either side of the access to the Hockey Club carpark from 01/01/2019 to 31/12/2021.

Background:

The site is located on Macclesfield Road (Road No. A0523), which is an A classified road with streetlights and footways. The section of Macclesfield Road fronting the site is subject to a speed limit of 30mph.

Description of Proposal:

The erection and display of a single freestanding 6 x 3 metre LED display unit.

Comments:

The proposal is to erect a LED display which will be of a standard 48 sheet size - 6 metres wide x 3 metres high and a minimum mounting height of 2.5m. It is proposed to erect the display in private land, in an area of grass within Leek Hockey Club carpark. The display will face traffic heading south eastwards towards Leek Town Centre. The erection of the display will not adversely affect the current available number of parking spaces.

The sign will be mounted as specified, height, sign size and type, and illuminance as stated within the application form and Planning Statement.

The sign is to be sited in private land as detailed on Drawing Name LHCMR1 Site Plan.

The applicant has stated in the application form that the maximum luminance level are 300 cd/m². 300cd/m² during the night and during the daytime, the illumination will be adjusted by light sensors to make the image visible but not overly bright in the ambient light.

As the illuminated display meets the luminance levels for the size, the Highway Authority has no objection to this proposal provided the following condition is included on any approval:



The intensity of the illumination of the advertisement permitted by this consent shall not exceed 300 candelas per square metre.

INFORMATIVE:

The owner of the display is required to take responsibility for the fixtures and fittings associated with the led display board and be liable for future maintenance and any claims made relating to it.

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