



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:

MCDONALD'S RESTAURANTS LTD 11 - 50 HIGH ROAD
EAST FINCHLEY LONDON N2 8AW

Officer: Tracey Lunn

Our Reference: SMD20240022

District Reference: SMD/2024/0022

Date Received: 17-Jan-2024

Date Responded: 26-Jan-2024

Particulars of Development:

Installation of 3 No. freestanding banner signs

Location of Development:

MCDONALD'S, Churnet Way, Leek, Staffordshire, ST13 8YG

Recommendation Summary: Acceptance

Site Visit Conducted on: 23-Jan-2024

Background:

The site is located off Churnet Way, an access road within Churnet retail park on the edge of Leek Town Centre.

Description of Proposal:

Installation of 3 No. freestanding banner signs.

Comment:

The application is for the installation of 3 x freestanding banner signs at the McDonalds fast food restaurant located off Churnet Way.

The signs will be erected on private land as shown on submitted plan titled Proposed Site Adverts Plan ref; 12385-_-AEW_1716_1008.

Signs will be mounted as specified height, sign size and type as stated within the application form and the plan titled Banner Plan.

The signs are not illuminated.

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/2024/0022).

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.

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

