



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

Applicant:
 DPSK Ltd C/O Agent

Application Type: ADVERTISEMENT

Officer: Tracey Lunn

Our Reference: SMD20240090

District Reference: SMD/2024/0090

Date Received: 19-Mar-2024

Date Responded: 08-Apr-2024

Particulars of Development:

Proposed 1no internally illuminated projecting sign and 1no internally illuminated fascia sign

Location of Development:

Unit B,High Street,Biddulph

Recommendation Summary: Conditional

Site Visit Conducted on: 04-Apr-2024

Personal Injury Collisions;

Current records show there were no Personal Injury Collisions on High Street within 50 metres of the property from 01/01/2019 and 31/12/2021.

Background;

The property is located on High Street (Road No. C0005) between Station Road and Wharf Road. High Street is a main route through Biddulph Town Centre, it is a C classified road, is subject to a 30mph speed limit and benefits from streetlights and footways.

The area is mostly commercial properties.

Description of Proposal;

Proposed 1no internally illuminated projecting sign and 1no internally illuminated fascia sign.

Comment;

The proposal is to mount 2 new internally illuminated signs, 1 projecting sign and 1 fascia sign. The signs will be mounted on the front elevation of Unit B (High Street), and will be mounted at the specified height, sign size and type stated within the application form and submitted Drawing. No. C5366-S07.

It is noted the signs will be static and will have internal illumination of 450 cd/m² (Projecting or Hanging Sign) and 520 cd/m² (fascia sign). The signs will be limited to the opening hours of 11am until 11pm.

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. The proposed signs at 450 cd/m² and 520 cd/m² are below the appropriate levels stated above.

The installation of the new signs does not have a detrimental impact on the highway and therefore, I have no objection to this proposal (SMD/2024/0090) subject to the following being conditioned:



Signs will be mounted as specified height, sign size, type and illumination stated within the application form and Drawing. No. C5366-S07.

To comply with NPPF; to comply with SMDC Core Strategy Policy DC1 and T1; in the interests of highway safety.

INFORMATIVE;

The owner of the premises is required to take responsibility for the fixtures and fittings associated with the signs and lights 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