



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:

Richard Booth Cash Access UK Limited 26 High Street,
Cheadle, Staffordshire, ST10 1AF

Officer: Nawaz Malik

Our Reference: SMD20240333

District Reference: SMD/2024/0333

Date Received: 23-Oct-2024

Date Responded: 01-Nov-2024

Particulars of Development:

Proposed new Advertisement and Signage along High Street.

Location of Development:

26 High Street, Cheadle, Staffordshire, ST10 1AF

Recommendation Summary: Conditional

Site Visit Conducted on: 31-Oct-2024

Personal Injury Collisions

Current records show that there were not any Personal Injury Collisions on High Street within 43 metres either side of the property access for the previous three years.

Background

High Street is a one way classified road (Road No. A521) with a speed limit of 30 mph. The road has 30 mins restricted parking on one side of the carriageway and no return within 1 hour. High Street has footways either side of the carriageway. The road is lit.

Description of Proposal

Installation of Banking Hubs signage including an illuminated heritage brand fascia and an illuminated heritage projecting sign.

Comment on Information submitted

The external sign will be illuminated and are within the acceptable illuminance levels. The projected sign will be maintained by the occupier.

Recommendations

I have no objection subject to the following being secured via conditions:

- 1 The illuminated projected sign shall be maintained by the occupier.

Note to Planning Officer

This application is connected to Application SMD/2024/0337.

Assistant Director, Highways and the Built County

