



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:
 Co-op Food (C/O Agent)

Officer: Tracey Lunn

Our Reference: SMD20240492V2

District Reference: SMD/2024/0492

Date Received: 03-Jan-2025

Date Responded: 06-Jan-2025

Particulars of Development:

2 x projector signs to replace current, with added car park directional arrows. 1 x fence mounted car park sign. 1 x wall mounted car park sign. All to replace current, to provide customers with better directional and informative parking instructions.

Location of Development:

CO-OP FOOD, Co-op Food, West Street, LEEK, ST13 8AF

Recommendation Summary: Conditional

Site Visit Conducted on: 17-Dec-2024

Personal Injury Collisions;

Current records show there were no Personal Injury Collisions on West Street within 50 metres of the property from 30/12/2019 to 29/12/2022.

Background;

The property is located on West Street (Road No. D1291) on the boundary of Leek Town Centre. West Street is a D classified road, is subject to a 30mph speed limit and benefits from streetlights and footways.

Description of Proposal;

2 x projector signs to replace current, with added car park directional arrows, 1 x fence mounted car park sign, 1 x wall mounted car park sign. All to replace current, to provide customers with better directional & informative parking instructions.

Comment;

The proposal is to mount 2 new internally illuminated signs, to replace the existing, 1 fence mounted sign and 1 wall mounted sign. 1 projecting sign will be mounted on the front elevation of the property (West Street) and the other on the side elevation (Salisbury Street). The signs will be internally illuminated to 300 cd/m2 and will be mounted at the specified height, sign size and type stated within the application form and document titled 31562v01. The 1 fence mounted sign will be mounted as per document titled 31562v01 Issue 7-20-12-24.

The signs to be mounted on the fence and wall are unilluminated vinyl plates and will be mounted within the property boundary.

The instillation of the new signs does not have a detrimental impact on the highway and therefore, I have no objection to this proposal (SMD/2024/0492) subject to the following being conditioned:



Signs will be mounted as specified height, sign size, type and illumination stated within the application form and document titled 31562v01.

The fence mounted sign will be mounted as shown in document titled 31562v01 Issue 7-20-12-24.

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.

Note to Planning Officer:

Amended plan received 03/01/2025 - 31562v01 Issue 7-20-12-24 showing new sign mounting position on fence.

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