



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: FULL

Applicant:

Richard Booth Cash Access UK Limited 27 Old Gloucester
Street, London, United Kingdom, WC1N 3AX

Officer: David Plant

Our Reference: SMD20240337V2

District Reference: SMD/2024/0337

Date Received: 14-Jan-2025

Date Responded: 30-Jan-2025

Particulars of Development:

Proposed new Advertisement and Signage along High Street.

(Revised Information received).

Location of Development:

26 High Street, Cheadle

Recommendation Summary: Conditional

Site Visit Conducted on: 29-Jan-2025

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. Revised details have been received which appear to alter the description of the proposal.

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/2024/0333.

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