

Dealt with by: Environmental Health

Our Ref: smd/2025/0027

Direct Dial: (01538) 395400

Your Ref: as above

Date: 11th February 2025

MEMORANDUM: PLANNING CONSULTATION
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LOCATION

**Industrial Agricultural Engineering , Brookhouse Way ,
Cheadle , Staffordshire , ST10 1SR**

PROPOSED DEVELOPMENT

Five signs; 1x vinyl non-illuminated sign in shopfront, 1x wall mounted internally illuminated panel sign on east side elevation, 1x wall mounted internally illuminated panel sign on west side elevation, 1x double pole internally illuminated double sided box estate sign at front of site, and 1x low level non-illuminated sign at pedestrian entrance of site.

Potential Areas Of Environmental Concern.

1. Timings (Construction Phases)
2. Lighting – (Condition Impacts)

Comment – Clarification has been provided by the applicant on the location of the illuminated signs and they advise the following –“ we are of the opinion that the light emitted by this sign will not generate any notable impacts on the amenity of the occupiers of these properties, and that no further information is required on the matter. All other signs on site are either not illuminated, or entirely screened from view and therefore not visible to any residential properties.”

This advice can be accepted but we would advise the condition below is imposed to take account of it and protect residential amenity.

Recommendation and condition

Environmental Health have no objection to the proposed development subject to condition.

1. Construction & Demolition Works: Time of operations

Unless prior permission has been obtained in writing from the Local Planning Authority, all noisy activities shall be restricted to the following times of operations.

- 08:00 - 18:00 hours (Monday to Friday);
- 08:00 - 13:00 hours (Saturday)
- No working is permitted on Sundays or Bank Holidays.

In this instance a noisy activity is defined as any activity (for instance, but not restricted to, building construction/demolition operations, refurbishing and landscaping) which generates noise that is audible at the site boundary.

Reason: To avoid the risk of disturbance to neighbouring dwellings from noise during unsocial hours.

2. Lighting Impacts

The hereby approved illuminated signage scheme shall not increase the pre-existing illuminance or cause glare at the adjoining light sensitive locations when the light (s) is (are) in operation.

Reason: To protect the local amenities of the local residents by reason of excess of illuminance.

Informative/Other Matters

Please be aware that the responsibility for safe development and secure occupancy of the site rests with the developer.

- The lighting scheme should comply with the Institution of Lighting Professionals Guidance Note for the reduction of obtrusive light 2011(or later versions). It should be designed so that it is the minimum needed for security and operational processes and be installed to minimise potential pollution caused by glare and spillage.

Illuminated area m ²	Zone E1	Zone E2	Zone E3	Zone E4
• Up to 10.00	• 100	• 600	• 800	• 1000
Over 10.00	n/a	300	600	600

Environmental Zones			
Zone	Surrounding	Lighting Environment	Examples
E0	Protected	Dark	UNESCO Starlight Reserves, IDA Dark Sky Parks
E1	Natural	Intrinsically dark	National Parks, Areas of Outstanding Natural Beauty etc.

E2	Rural	Low district brightness	Village or relatively dark outer suburban locations
E3	Suburban	Medium district brightness	Small town centres or suburban locations
E4	Urban	High district brightness	Town/city centres with high levels of night-time activity

The guidance advises that, where an area to be lit lies on the boundary of two zones or can be observed from another zone, the limits used should be those applicable to the most rigorous zone.

Regards,
Environmental Health