



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:

ALDI Stores Ltd ALDI, Tamworth Road, Sawley, United Kingdom, DE72 2HP

Officer: David Plant

Our Reference: SMD20250027

District Reference: SMD/2025/0027

Date Received: 05-Feb-2025

Date Responded: 13-Feb-2025

Particulars of 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.

Location of Development:

INDUSTRIAL & AGRICULTURAL ENGINEERS, Brookhouse Way, STOKE-ON-TRENT, ST10 1SR

Recommendation Summary: Conditional

Site Visit Conducted on: 12-Feb-2025

1. The intensity of the illumination of any lit sign permitted by this consent shall not exceed 400 candelas per square metre and shall be static.
2. Minimum visibility splays of 2.4m x 43m at the access shall be maintained at all times.
3. The 'Lower Showcase Sign' on sign 4 shall not include any directional element.
4. No direct source of light shall be visible to drivers on the highway.

REASONS

ALL to comply with NPPF Paragraph 115 and 116; to comply with SMDC Local Plan policy DC1; in the interests of highway safety.

2. To ensure no part of totem sign 4 intrudes into the visibility splay.
3. To avoid any element which may confuse drivers

NOTES TO PLANNING OFFICER

Application is for signage at the currently under construction Aldi store.

Stated maximum illumination of any sign is 108 cd/m² which is below maximum permitted luminance and is acceptable. All illumination is stated as being static which is acceptable. All signs are on private land and not directly within pedestrian areas.

Totem sign 4 is shown as being 3.5m (scaled) from the channel of The Green. This is outside the visibility splay of the access and is acceptable. Condition recommended above ensures this remains the case.

No directional element (arrows) are shown on any sign. It is not specified what the legend of the 'lower showcase sign' on totem sign 4 will be. Condition recommended above is intended to ensure that no directional arrows will be included.

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