



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:

Chancell SPV LTD Chancell SPV LTD 75, COUNTRY
INTERIORS, High Street, STOKE-ON-TRENT, ST10 1AN

Officer: Tracey Lunn

Our Reference: SMD20250146

District Reference: SMD/2025/0146

Date Received: 23-Apr-2025

Date Responded: 12-May-2025

Particulars of Development:

Erection of a single storey rear extension

Location of Development:

75, COUNTRY INTERIORS, High Street, STOKE-ON-TRENT, ST10 1AN

Recommendation Summary: Acceptance

Site Visit Conducted on: 29-Apr-2025

Personal Injury Collisions;

Current records show that there were not any Personal Injury Collisions on High Street or Bank Street within 50 metres of the property between 30/12/2019 and 29/12/2022.

Background;

The property is located on High Street (Road No. A521) with access to the rear off Bank Street (Road No. D1150). Both roads along the sections of High Street and Bank Street to the front and rear of the property have a 1-way system of traffic in place, are subject to a 30mph speed limit and benefit from streetlights and footways. High Street has traffic calming, both High Street and Bank Street has parking prohibitions and limited waiting parking. High Street is the main route running through Cheadle Town Centre.

The area is a mix of commercial and residential properties.

Description of Proposal;

Erection of a single storey rear extension.

Comment;

The proposal is for the construction of a single storey extension to the rear of 75 High Street.

The current ground floor consists of 2 dressing rooms, reception room, 2 WC, 3 storerooms, shop and connecting corridors. The ground floor following internal modifications will consist of shop floor area, reception, 1 of the dressing rooms will become a shower room and the other dressing room, 2 WC and 3 storerooms will merge to form 1 storeroom. The proposed extension will increase the size of the new storeroom. The first floor and lower ground floor layout will remain unchanged.

The application form states there is parking for 6 vehicles and those 6 spaces are to be retained. No parking identified on submitted plans.

There is a car park to the rear of the property which this is marked out with parking spaces for various properties/businesses. It is noted that an area directly to the rear elevation of the property is suitable for

parking, which appears to have been used previously for parking (images taken from Google Maps). However, the proposed extension will encroach into the parking area.

The parking area will be reduced, and the numbers of staff are to increase. The property is in a prime location within Cheadle Town Centre. Should there be any shortfall in parking for staff there are car parks within walking distance where they can secure parking or alternatively use public transport or walk.

I do not consider the proposal to have a detrimental impact on the adopted highway. I therefore have no objection (application number SMD/2025/0146).

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