



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:

Leek Town Council 15, LEEK TOWN COUNCIL,
Stockwell Street, LEEK, ST13 6DH

Officer:

Our Reference: SMD20250178

District Reference: SMD/2025/0178

Date Received: 02-May-2025

Date Responded: 22-May-2025

Particulars of Development:

Advertisement consent for 6no Vinyl 2.6m x .6m banners to be fixed to 6no lamp posts to promote the centenary of the Nicholson War Memorial

Location of Development:

Nicholson War Memorial Monument, Derby Street, Leek, ST13 6JP

Recommendation Summary: Conditional

Site Visit Conducted on: 16-May-2025

Personal Injury Collisions;

Current records show 2 personal injury collisions (1 PIC on Haywood Street and 1 PIC on Ball Haye Street) within 50 metres of the proposed banners between 30/12/2019 to 29/12/2022. Although all personal injury collisions are regrettable, the overall volume of collisions does not suggest there are any existing safety issues which would be exacerbated by the installation of the banners.

Background;

The proposed banners are to be placed on lighting columns on Derby Street, Ball Haye Street, Fountain Street and Ashbourne Road in the town centre of Leek. The roads are subject to a 30mph speed limit and have footway provision. There are several pedestrian crossings and traffic light control at the junction with Ashbourne Road and at Ball Haye Street.

Description of Proposal;

Advertisement consent for 6no Vinyl 2.6m x .6m banners to be fixed to 6no lamp posts to promote the centenary of the Nicholson War Memorial.

Comment;

The proposal is to fix 6 pairs of brackets and PVC banners to existing lamppost columns at Derby Street, Ball Haye Street, Fountain Street and Ashbourne Road within Leek Town Centre as shown on Drawing number LTWM-SA-XX-XX-DR-A-0101 Revision P0.1 identified as LC1, LC2, LC3, LC4, LC5 and LC6.

With reference to submitted Drawing number LTWM-SA-A-0401 Revision P0.2, the banners have dimensions of 2000mm x 600mm and the total dimension including fitting arms will be 2300mm x 770mm. At the site visit measurements taken confirm from kerb edge to lamppost a dimension of 1.4m, this is sufficient to provide a clearance of 630mm from the carriageway, to ensure the banners are not obstructing traveling vehicles.

The banners will be mounted at a minimum height of 3m above the footway and will not cause an obstruction to pedestrians.

The Planning and Heritage Statement identifies lamppost columns LP1, LP2, LP3 and LP6 are owned by EON SCC and LP4 and LP5 are owned by Leek Town Council.

It was noted at the site visit that there appears to be CCTV equipment on lamppost column LP5, this may cause an issue with mounting the banner at the specified height. The banner should be mounted at a minimum height of 3m above the footway to not cause an obstruction to pedestrians. The banner should also be mounted so as not to obstruct the drivers view of the traffic lights.

Staffordshire County Council has changed its corporate policy to permit the installation of advertisements on street lighting columns. It appears the applicant has not engaged with the Staffordshire County Council as asset/landowner to obtain consent, subject to technical assurances, from E.on, who are responsible for maintaining the Local Highway Authority's asset under a PFI arrangement. E.on will determine whether the identified street lighting columns, as outlined within the planning submission, are suitable for the installation of advertisements and whether their fixings are appropriate. The applicant should liaise directly with Eon by emailing lightingforstaffordshire@eonenergy.com

The instillation of the banners does not have a detrimental impact on the highway and therefore, I have no objection to this proposal (SMD/2025/0178) subject to the following being conditioned:

Banners will be mounted as specified height, sign size, and type detailed in Drawing number LTWM-SA-A-0401 Revision P0.2

REASONS

To comply with NPPF; to comply with SMDC Local Plan policy DC1; in the interests of highway safety.

Informative

The applicant must obtain written consent from Staffordshire County Council as land/ asset owner prior to erecting any banner to a street lighting column. The applicant is required to take full responsibility for the proposed banners including its fixtures and fittings and will be liable for future maintenance and any claims made relating to the development. Please contact lightingforstaffordshire@eonenergy.com for further information.

Note to Planning Officer;

It was noted at the site visit that there appears to be CCTV equipment on lamppost column LP5, this may cause an issue with mounting the banner at the specified height. The banner should be mounted at a minimum height of 3m above the footway to not cause an obstruction to pedestrians and should ensure the banner does not obstruct the drivers view of the traffic lights (Fountain Street/Ball Haye Street).

Its is noted that within the application form the dimensions of the banner are stated as 2.7m x 0.6m and the application title dimensions of the banner as 2.6m x 0.6m. The submitted plan LTWM-SA-A-0401 Revision P0.2 shows a banner of 2000mm x 600mm.

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