



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:

Sainsburys Supermarkets Ltd 8, First Street, Manchester,
M15 4RP

Officer:

Our Reference: SMD20250235

District Reference: SMD/2025/0235

Date Received: 19-May-2025

Date Responded: 02-Jun-2025

Particulars of Development:

Advertisement consent for the construction of a Retail Pod (Class E) and associated signage

Location of Development:

SAINSBURY SUPERMARKETS LTD, Wharf Road, STOKE-ON-TRENT, ST8 6AJ

Recommendation Summary: Acceptance

Site Visit Conducted on: 28-May-2025

NOTES TO PLANNING OFFICER

Application is for advertisement consent for signage of proposed retail pod subject of separate application.

Signs 1, 2 and 3 are internally illuminated at 254.51 cd/m². This is below maximum permitted illumination level for signs of this size and in this type of location. Signs are remote from the highway, on private land and contain no directional element. These signs are unlikely to have a severe effect on the highway.

No highway objections.

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