



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:

EGO 1, Hollybush Hotel And Restaurant, Stanley Road,
 Stockton Brook, ST9 9NL

Officer:

Our Reference: SMD20250233

District Reference: SMD/2025/0233

Date Received: 30-May-2025

Date Responded: 17-Jun-2025

Particulars of Development:

Advertisement consent for installation of 2x circular logo panels and 1x name board

Location of Development:

1, Hollybush Hotel And Restaurant, Stanley Road, Stockton Brook, ST9 9NL

Recommendation Summary: Conditional

Site Visit Conducted on: 04-Jun-2025

Personal Injury Collisions:

Current records show that there were no personal injury collisions (PIC) on Stanley Road within 120 metres of the property between 30/12/2019 and 29/12/2022.

Background:

The property is located on Stanley Road, Stockton Brook. Stanley Road is a C classified road (Road No. C0187), subject to a 40-mph speed limit and benefits from streetlighting and footways.

Description of Proposal:

Advertisement consent for installation of 2x circular logo panels and 1x name board.

Comment:

installation of 2x circular logo panels and 1x name board

The proposal is for the removal of the current sign on the north elevation of the property and the replacement with a new circular logo sign and name board, a new circular logo sign is to be mounted on the eastern elevation.

All signs are to be externally illuminated with low energy LED lights in warm white, they will be angled down and turned off outside business hours. The illumination of the signs will be a max of 250 candelas per square metre (cd/m²). The illumination is in accordance with the Institution of Lighting Professionals, Brightness of Illuminated Advertisements 3rd Edition 2015 which states the appropriate luminance level for Zone E2 (E2 Low district brightness areas (e.g. rural or small village locations) with an illuminance area (m²) of up to 10 (m²) should be a maximum of 400 (cd/m²).

The signs will be mounted at the specified height, sign size and type and illumination as stated within the application form and submitted drawing 177789 (REV I).

The instillation of the new signs does not have a detrimental impact on the highway and therefore, I have no objection to this proposal (SMD/2025/0233) subject to the following being conditioned:



Signs will be mounted as specified height, sign size and type and illumination stated within the application form and drawing 177789 (REV I).

To comply with NPPF; to comply with SMDC Core Strategy Policy DC1 and T1; in the interests of highway safety.

INFORMATIVE;

The owner of the premises is required to take responsibility for the fixtures and fittings associated with the signs and be liable for future maintenance and any claims made.

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