



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:

Mr Andrew Savage Petersfield, 5 West Bank Avenue,
Derby, United Kingdom, DE22 1AQ

Officer: Tracey Lunn

Our Reference: SMD20250437

District Reference: SMD/2025/0437

Date Received: 19-Nov-2025

Date Responded: 02-Dec-2025

Particulars of Development:

To install new signage to the front elevation of the property

Location of Development:

4 Tape Street, Cheadle

Recommendation Summary: Conditional

Site Visit Conducted on: 26-Nov-2025

Personal Injury Collisions:

Current records show that there were no recorded Personal Injury Collisions on Tape Street within 43 metres of the property between 31/12/2020 and 30/12/2023.

Background:

The property is located on Tape Street which is an A classified road (Road No. A0522), within Cheadle Town Centre. Tape Street is subject to a speed limit of 30 mph and has street lighting and footways. The property is situated between 2 mini roundabouts (Tape Street/Queen Street and Tape Street/High Street) there is also a controlled pedestrian crossing point.

Description of Proposal:

To install new signage to the front elevation of the property.

Comment:

The proposal is for the installation of non-illuminated signs to the front elevation of No.4 Tape Street.

The signs will be mounted at the specified height, sign size and type as stated within the application form and submitted drawing J38-34-105.

The installation of the new signs does not have a detrimental impact on the highway and therefore, I have no objection to this proposal (SMD/2025/0437) subject to the following being conditioned:

Signs will be mounted as specified height, sign size and type stated within the application form and submitted drawing J38-34-105.

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