

Staffordshire County Council
Town and Country Planning Act, 1990
Development Management Procedure Order 2015

To: Development Control Manager,

Applicant:

Address:

Application Type: Advertisement Consent

Application Number: SMD/2026/0105

Officer: T. Lunn

Date Received: 12/03/2026

Date: 26/03/2026

Particulars of Development: Advertisement Consent for a projecting hanging sign

Location of Development: THE BANKERS DRAUGHT 83 Haywood Street Leek

Conditional

Site Visit Carried Out on 26/03/2026

Background:

The building is on located on Haywood Street within Leek Town Centre. Haywood Street (Road No. A53) is an A classified road, with a speed limit of 30mph and benefits from streetlights and footways.

Description of Proposal:

Advertisement Consent for a projecting hanging sign.

Comment:

The application is for the installation of 1x projecting hanging sign. The sign will be mounted on the front elevation of the property and overhang into Haywood Street. The sign will be illuminated.

It is noted within the application form the intended luminance levels are 3200 cd/m², this is above the appropriate luminance limits for signs as stated in The Institution of Lighting Professionals, Brightness of Illuminated Advertisements 3rd Edition 2015.

Definition of a zone E3 - Medium district brightness areas (e.g. small town centres, urban locations). Appropriate levels for a Zone E3 are; up to 10.00 sq. metres 600 cd/m.

Signs will be mounted as specified height, sign size and type stated within Drg. No 2026-3081-03.

It is considered the proposal would not have a detrimental impact on the highway. I therefore have no objection to the proposal (application number SMD/2026/0105) subject to the following conditions:

The development hereby permitted shall not have any lighting levels above 600 cd/m² for any illuminated sign up to 10 sq. metres.

Signs will be mounted as specified height, sign size and type stated within Drg. No 2026-3081-03.

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 are liable for future maintenance and any claims made relating to the sign.

Note to Planning Officer:

Stated within the application form the intended luminance levels are 3200 cd/m² this is above the appropriate luminance limits for signs hence condition above.

It is also noted that within the application form the following errors;

Sign dimension of Height: 610 metres, Width: 610 metres and Depth: 19 metres and the maximum projection of the advertisement from the face of the building is 900 metres.

Commissioner for the Built County
On behalf of the County Council
As Highway Authority