

Application for consent to display an advertisement(s).  
Town and Country Planning (Control of Advertisement) Regulations 2007

**Publication of applications on planning authority websites.**

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website.  
If you require any further clarification, please contact the Authority's planning department.

**1. Applicant Name, Address and Contact Details**

Title:	Mr	First name:	Peter	Surname:	Davies		
Company name	J C Bamford Excavators Ltd						
Street address:	Lakeside Works			Country Code	National Number	Extension Number	
	Station Road			Telephone number:			
				Mobile number:			
Town/City	Rocester			Fax number:			
County:	Staffordshire			Email address:			
Country:	United Kingdom						
Postcode:	ST145JP						
Are you an agent acting on behalf of the applicant?				<input checked="" type="radio"/> Yes	<input type="radio"/> No		

**2. Agent Name, Address and Contact Details**

Title:	Mr	First Name:	Jim	Surname:	Malkin		
Company name:	BHB Architects						
Street address:	Georgian House			Country Code	National Number	Extension Number	
	24 Bird Street			Telephone number:	01543 254357		
				Mobile number:			
Town/City	Lichfield			Fax number:			
County:	Staffordshire			Email address:			
Country:	United Kingdom						
Postcode:	WS13 6PT				jmalkin@bhbarchitects.co.uk		

### 3. Site Address Details

Full postal address of the site (including full postcode where available)

House:	<input type="text"/>	Suffix:	<input type="text"/>
House name:	JCB Compact Products Ltd, Harewood Estate		
Street address:	Leek Road		
	<input type="text"/>		
Town/City:	Cheadle		
County:	Staffordshire		
Postcode:	ST10 2JU		

Description of location or a grid reference  
(must be completed if postcode is not known):

Easting:	400094
Northing:	344109

Description:

JCB Compact Products Site

### 4. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

☒ Yes ☐ No

If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):

Officer name:

Title:	Mrs	First name:	Jane	Surname:	Curley
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Reference:

Date (DD/MM/YYYY):  (Must be pre-application submission)

Details of the pre-application advice received:

### 5. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

☐ Yes ☒ No

### 6. Authority Employee/Member

With respect to the Authority, I am:

- (a) a member of staff
- (b) an elected member
- (c) related to a member of staff
- (d) related to an elected member

Do any of these statements apply to you?

☐ Yes ☒ No

### 7. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s):

How many of the following type of advertisements are you applying for?

Fascia sign(s)	<input type="text" value="0"/>	Projecting or hanging sign(s)	<input type="text" value="0"/>	Hoarding(s)	<input type="text" value="0"/>	Other	<input type="text" value="1"/>
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Please describe:

### 8. Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

☐ Yes ☒ No

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

☒ Yes ☐ No ☐ Not Applicable

If Yes to either or both above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s).

Will the proposed advertisement(s) project over a footpath or other public highway?

☐ Yes ☒ No

## 9. Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From:  To:

## 10. Interest in the Land

Does the applicant own the land or buildings where the adverts are to be placed?

☒ Yes ☐ No

## 11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?  m

What is the maximum projection of the advertisement from face of building (in metres)?  m

What are the dimensions of the proposed advertisement? Height:  x Width:  x Depth:  metres

What materials will the sign be made of?

What is the maximum height of any of the individual letters and symbols (in centimetres)?  cm

The colour of text and background:

Will the sign be illuminated? ☒ Yes ☐ No

Will the sign be illuminated internally or externally? ☒ Internally ☐ Externally

Illuminance Levels:  cd/m

Will the illumination be static or intermittent? ☒ Static ☐ Intermittent

## 12. Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land? ☒ Yes ☐ No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact? (Please select only one)

☐ The agent ☒ The applicant ☐ Other person

## 13. Declaration

I/we hereby apply for planning permission/consent as described in this form and the accompanying plans/drawings and additional information. I/we confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them.



Date