STAFFORDSHIRE moorlands DISTRICT COUNCIL
ACHIEVING · EXCELLENCE

Staffordshire Moorlands District Council
Moorlands House, Stockwell Street, Leek
Staffordshire Moorlands, ST13 6HQ
Telephone: 0845 605 3013
www.staffsmoorlands.gov.uk

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

PART ONE

ublication of planning applications on council web sites
lease note that with the exception of applicant contact details and Certificates of Ownership, the information provided on this application form nd in supporting documents may be published on the council's website.
' any other information that is provided as part of the application which falls within the definition of personal data under the Data Protection ct and is not to be published on the council's website, please contact the council's planning department.

1. Applicant Name, Address and Contact Details

Title: Mr | First name: Reg | Surname: Eldridge

Company name: Endon Ford

Street address: 140 Leek Road

Town/City: Endon

County: Stoke on Trent

Country:

Postcode: ST9 9EW

	Country Code	National Number	Extension Number
Telephone number:			
Mobile number:			
Fax number:			

Email address:

Are you an agent acting on behalf of the applicant? (•) Yes ( ) No

2. Agent Name, Address and Contact Details

Title: Mrs | First Name: Rebecca | Surname: Gill

Company name: ASG Ltd

Street address: Oak Tree Road

Binley

Town/City: Coventry

County:

Country:

Postcode: CV3 2UL

	Country Code	National Number	Extension Number
Telephone number:		02476 608 200	
Mobile number:			
Fax number:			

Email address: rgill@asg.co.uk

09/00436/ ADV 27 APR 2009 - S M D

Site Address Details

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

se: 138 Suffix:

se name: Moorlands House

et address: Leek Road

Endon

n/City: Stoke-On-Trent

nty:

code: ST9 9EW

cription of location or a grid reference
ust be completed if postcode is not known):

ting: 395564

thing: 352593

Description:

Pre-application Advice

assistance or prior advice been sought from the local authority about this application? (•) Yes ( ) No

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

cer name:

: Mr First name: Steve Surname: Williams

erence: 09/00161/ADV

e (DD/MM/YYYY): 22/04/2009 (Must be pre-application submission)

ails of the pre-application advice received:

it a lower, unlit entrance sign of slimmer proportions would be more appropriate than the sign previously proposed.

Neighbour and Community Consultation

/e you consulted your neighbours or the local community about the proposal? ( ) Yes (•) No

Council Employee / Member

he applicant or agent related to any member of staff or elected member of the council? ( ) Yes (•) No

Description of Proposed Advertisement(s)

ase describe the proposed advertisement(s):

/ISION OF PREVIOUS APPLICATION REF 09/00161/ADV
n A 1 x free standing totem sign.
. OTHER SIGNS GRANTED CONSENT.

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

cia sign(s) 0 Projecting or hanging sign(s) 0 Hoarding(s) 0 Other 1

ase describe:

n A 1 x free standing totem sign.

Advertisement Display

the advertisement(s) you are applying for already in place? ( ) Yes (•) No

an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal? ( ) Yes (•) No ( ) Not Applicable

ll the proposed advertisement(s) project over a footpath or other public highway? ( ) Yes (•) No

Advertisement(s) Period

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

m: 27/04/2009 To: 27/04/2014

. Interest in the Land

es 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)? N/A m

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

What are the dimensions of the proposed advertisement? Height: 2.38 x Width: 1.2 x Depth: 0.270 metres

What materials will the sign be made of?

Sign A) SMC Material, steel, aluminium, acrylic, chrome and vinyl.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 10 cm

The colour of text and background:

White text on blue background. Black text on silver background.

Will the sign be illuminated? ○ Yes ◉ No

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. ☒

Date 27/04/2009

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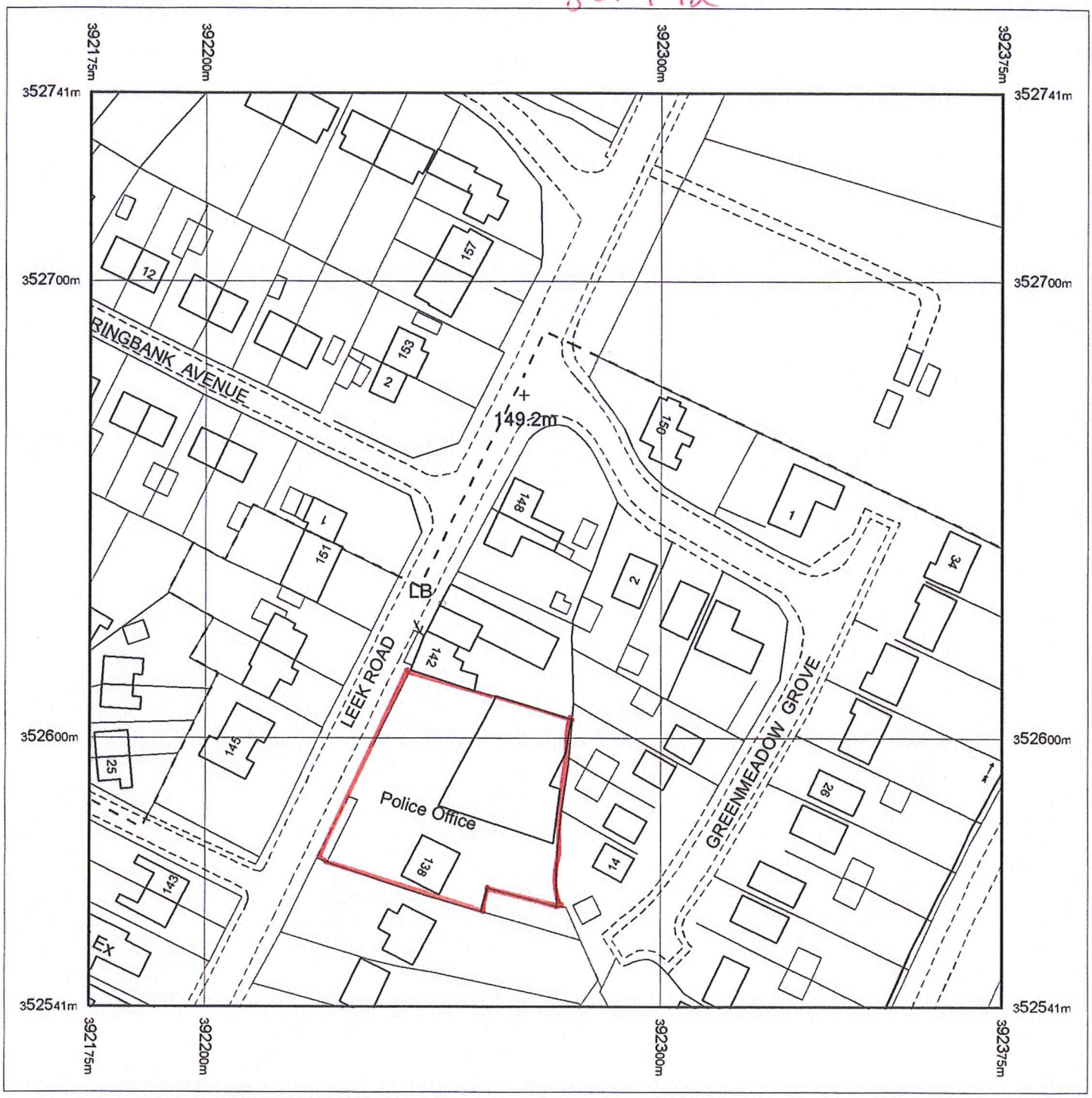

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