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

Part one

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

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as part of the application which falls within the definition of personal data under the Data Protection Act and is not to be published on the council's website, please contact the council's planning department.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

09/00161

25 FEB 2009

3. Site Address Details

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

House: 138 Suffix:

House name: Moorlands House

Street address: Leek Road

Endon

Town/City: STOKE-ON-TRENT

County:

Postcode: ST9 9EW

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

Easting: 392264

Northing: 352593

Description:

4. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application? ○ Yes ◉ No

5. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal? ○ Yes ◉ No

6. Council Employee / Member

Is the applicant or agent related to any member of staff or elected member of the council? ○ Yes ◉ No

7. Description of Proposed Advertisement(s)

Please describe the proposed advertisement(s):

Sign A 1 x free standing pole sign.
Sign E 1 x fascia sign.
Sign F1 1 x oval fascia.
Sign F2 1 x oval fascia.
Sign G 2 x blank fascia extention panels.
Sign H 1 x wall mounted sign.
NOTE SIGNS B, C & D ARE INTERNAL SIGNS SO WE ARE NOT APPLYING FOR THEM.

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

Fascia sign(s) 4 Projecting or hanging sign(s) 0 Hoarding(s) 0 Other 2

Please describe:

Sign A 1 x free standing pole sign.
Sign H 1 x wall mounted sign.

8. Advertisement Display

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).

Drawing ref FOR/801972/07

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: 24/02/2009 To: 24/02/2014

10. Interest in the Land

Does the applicant own the land or buildings where the adverts are to be placed? ◉ Yes ○ No

11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)? 2.050 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.3 m

What are the dimensions of the proposed advertisement? Height: 0.6 x Width: 3.62 x Depth: 0.2 metres

What materials will the sign be made of?

Sign E) Radiused aluminium, alucobond, acrylic & vinyl.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 25 cm

The colour of text and background:

Black text on silver background.

Will the sign be illuminated? (•) Yes ( ) No

Will the sign be illuminated internally or externally? (•) Internally ( ) Externally

Illuminance Levels: Under 600 cd/m

Will the illumination be static or intermittent? (•) Static ( ) Intermittent

11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)? 2.1 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.2 m

What are the dimensions of the proposed advertisement? Height: 0.512 x Width: 1.26 x Depth: 0.14 metres

What materials will the sign be made of?

Sign F1) Acrylic, chrome and aluminium.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 40 cm

The colour of text and background:

White text on blue background.

Will the sign be illuminated? (•) Yes ( ) No

Will the sign be illuminated internally or externally? (•) Internally ( ) Externally

Illuminance Levels: Under 600 cd/m

Will the illumination be static or intermittent? (•) Static ( ) Intermittent

11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)? 2.1 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.2 m

What are the dimensions of the proposed advertisement? Height: 0.512 x Width: 1.26 x Depth: 0.14 metres

What materials will the sign be made of?

Sign F2) Acrylic, chrome and aluminium.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 40 cm

The colour of text and background:

White text on blue background.

Will the sign be illuminated? (•) Yes ( ) No

Will the sign be illuminated internally or externally? (•) Internally ( ) Externally

Illuminance Levels: Under 600 cd/m

Will the illumination be static or intermittent? (•) Static ( ) Intermittent

11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)? 2.050 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.2 m

What are the dimensions of the proposed advertisement? Height: 0.6 x Width: 2.518 x Depth: 0.04 metres

What materials will the sign be made of?

SignG) Alucobond & alucobond.

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

The colour of text and background:

N/A

Will the sign be illuminated? ○ 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: 5 x Width: 1.77 x Depth: 0.26 metres

What materials will the sign be made of?

Sign A) Steel, radiused aluminium, alucobond, acrylic, chrome and vinyl.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 12.5 cm

The colour of text and background:

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

Will the sign be illuminated? ◉ Yes ○ No

Will the sign be illuminated internally or externally? ◉ Internally ○ Externally

Illuminance Levels: Under 600 cd/m

Will the illumination be static or intermittent? ◉ Static ○ Intermittent

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)? 0.2 m

What are the dimensions of the proposed advertisement? Height: 2.07 x Width: 1.2 x Depth: 0.12 metres

What materials will the sign be made of?

Sign H) 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

Will the sign be illuminated internally or externally? ◉ Internally ○ Externally

Illuminance Levels: Under 600 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. ☒

Date 24/02/2009

09/0010

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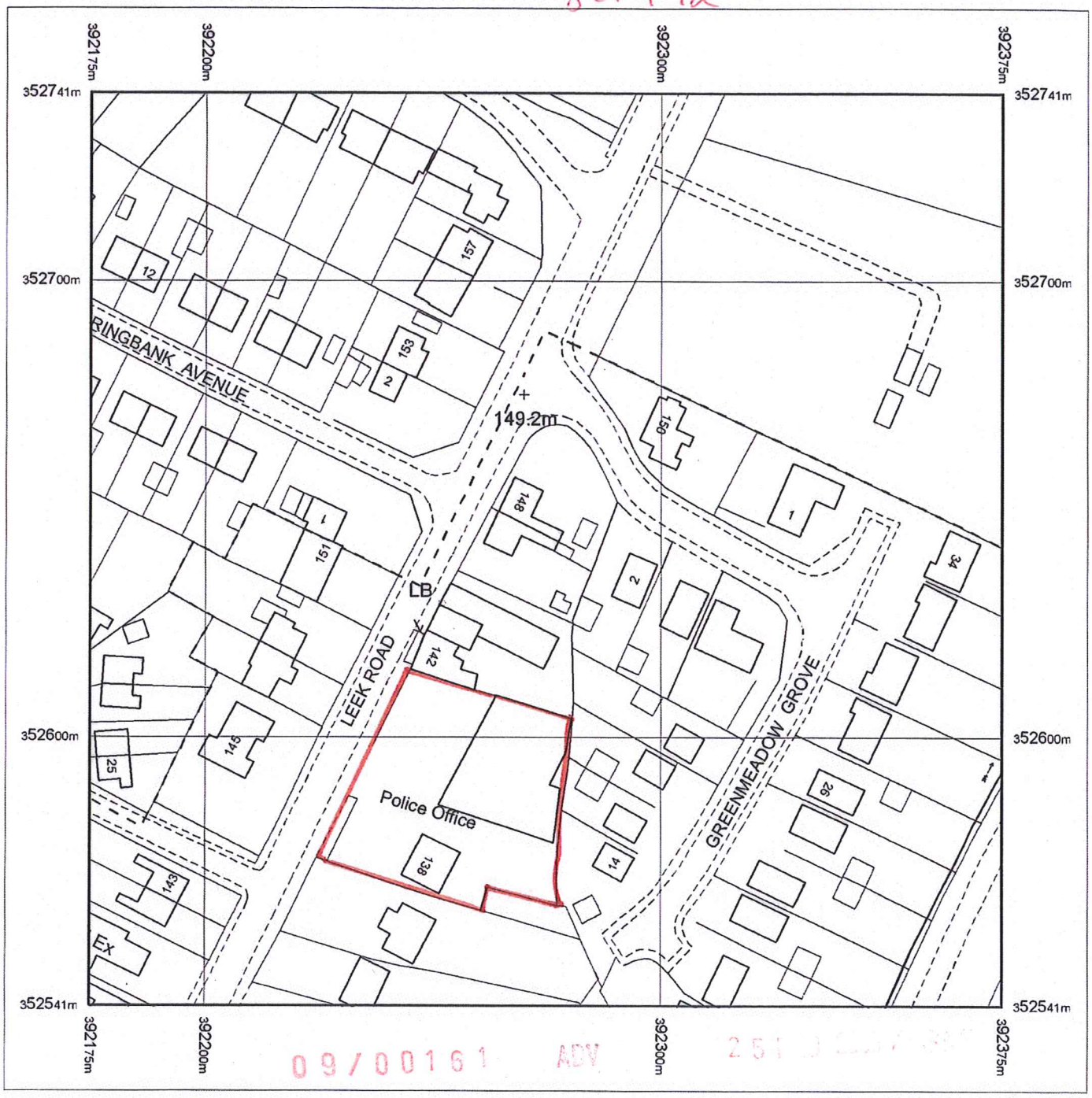

09/00161 ADV

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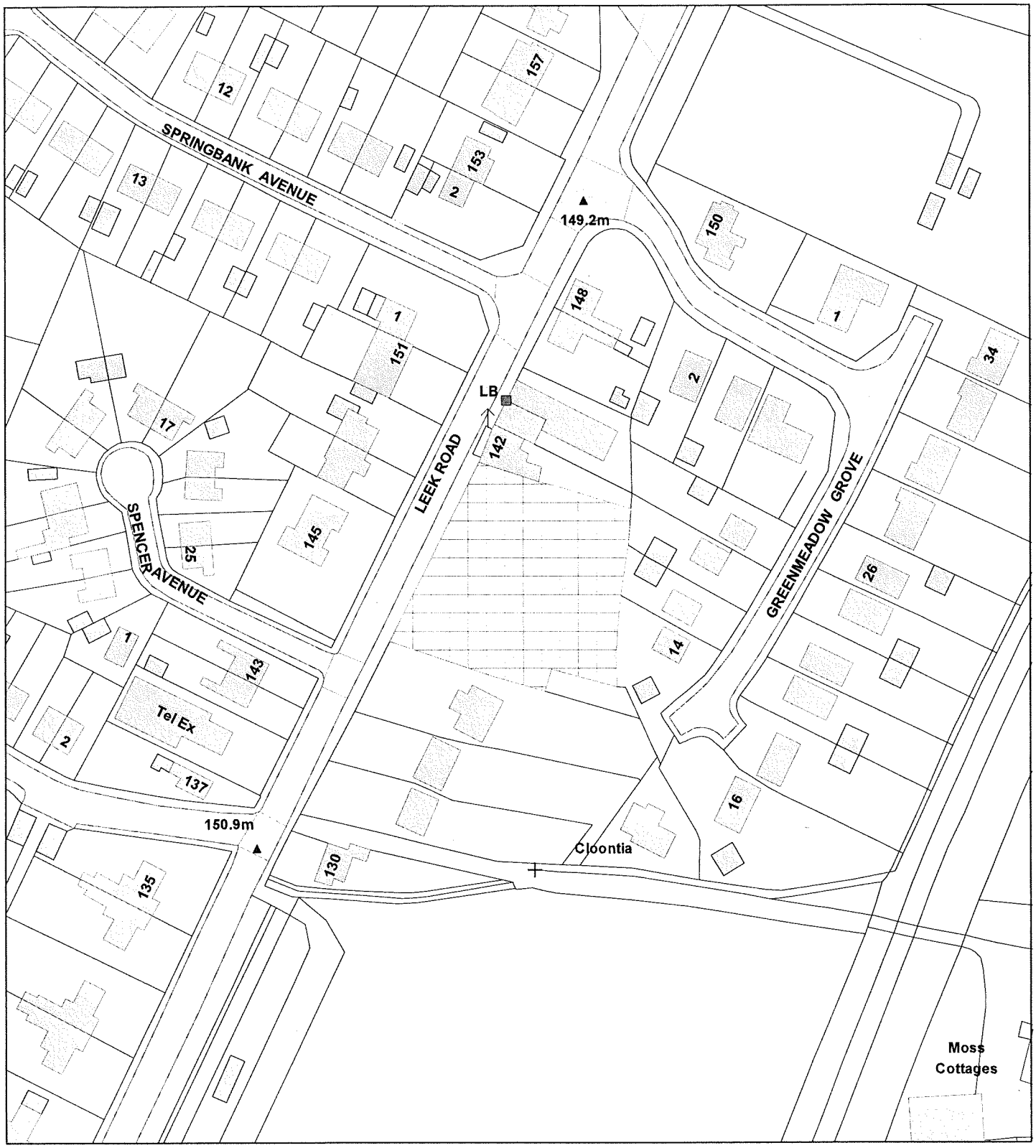

Date	26 February 2009
Organisation	SMDC
Department	PLANNING
Comments	

Scale : 1:1250

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