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

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:		Surname:	Firth
Company name:	Mitchells & Butlers				
Street address:	27				
	Fleet St		Telephone number:		
			Mobile number:		
Town/City:	Birmingham		Fax number:		
Country:			Email address:		
Postcode:	B3 1JP				

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

2. Agent Name, Address and Contact Details

Title:	Mr	First Name:	Leslie	Surname:	Gregg
Company name:	ASHLEIGH SIGNS LIMITED				
Street address:	ASHLEIGH HOUSE				
	Beckbridge Road		Telephone number:		01924228104
	Normanton Industrial Estate		Mobile number:		
Town/City:	Normanton		Fax number:		
Country:	United Kingdom		Email address:		
Postcode:	WF6 1TE				lgregg@ashleigh.co.uk

3. Site Address Details

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

House: 216 Suffix:

House name: Ashbank Hotel

Street address: Ash Bank Road

Town/City: WERRINGTON

Postcode: ST2 9EB

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

Easting: 392969

Northing: 347101

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. 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):

1 No Internally illuminated post sign
1 No Externally illuminated set of letters
1 No Lantern
1 No Internally illuminated fascia sign
1 No Internally illuminated logo
2 No Non illuminated logos
2 No Non illuminated post signs

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

Fascia sign(s) 1 Projecting or hanging sign(s) 0 Hoarding(s) 0 Other 8

Please describe:

1 No Internally illuminated post sign (Item 01)
1 No Externally illuminated set of letters (Item 02)
1 No Lantern (Item 03)
1 No Internally illuminated fascia sign (Item 04a)
1 No Internally illuminated logo (Item 04b)
2 No Non illuminated logos (Items 05,07)
2 No Non illuminated post signs (Items 06a,06b)

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).

Drawing 122075 Sheet 4

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: 25/07/2016 To: 25/07/2021

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)? 6.50 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.12 m

What are the dimensions of the proposed advertisement? Height: 0.67 x Width: 2.00 x Depth: 0.12 metres

What materials will the sign be made of?

Aluminium/Acrylic

What is the maximum height of any of the individual letters and symbols (in centimetres)? 32 cm

The colour of text and background:

White/Blue/Brown

Will the sign be illuminated? ◉ Yes ○ No

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

Illuminance Levels: 250.00 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)? 0.00 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.00 m

What are the dimensions of the proposed advertisement? Height: 5.22 x Width: 1.44 x Depth: 0.23 metres

What materials will the sign be made of?

Aluminium/Acrylic/Steel

What is the maximum height of any of the individual letters and symbols (in centimetres)? 90 cm

The colour of text and background:

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

White/Blue/Brown

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

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

Illuminance Levels: 250.00 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)? 6.50 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.04 m

What are the dimensions of the proposed advertisement? Height: 0.25 x Width: 2.70 x Depth: 0.04 metres

What materials will the sign be made of?

Timber

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

The colour of text and background:

White/Blue

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

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

Illuminance Levels: 250.00 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)? 3.00 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.62 m

What are the dimensions of the proposed advertisement? Height: 0.65 x Width: 0.46 x Depth: 0.46 metres

What materials will the sign be made of?

Aluminium/Acrylic

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

The colour of text and background:

0

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

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

Illuminance Levels: 200.00 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)? 6.50 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.08 m

What are the dimensions of the proposed advertisement? Height: 0.67 x Width: 0.67 x Depth: 0.08 metres

What materials will the sign be made of?

Aluminium/Acrylic

What is the maximum height of any of the individual letters and symbols (in centimetres)? 50 cm

The colour of text and background:

White/Blue

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

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

Illuminance Levels: 250.00 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)? 1.70 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.04 m

What are the dimensions of the proposed advertisement? Height: 1.60 x Width: 1.60 x Depth: 0.04 metres

What materials will the sign be made of?

Aluminium

What is the maximum height of any of the individual letters and symbols (in centimetres)? 32 cm

The colour of text and background:

Brown/Cream

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)? 0.00 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.00 m

What are the dimensions of the proposed advertisement? Height: 3.60 x Width: 1.22 x Depth: 0.18 metres

What materials will the sign be made of?

Aluminium/Steel

What is the maximum height of any of the individual letters and symbols (in centimetres)? 30 cm

The colour of text and background:

Various

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)? 0.00 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.00 m

What are the dimensions of the proposed advertisement? Height: 3.60 x Width: 1.22 x Depth: 0.18 metres

What materials will the sign be made of?

Aluminium/Steel

What is the maximum height of any of the individual letters and symbols (in centimetres)? 30 cm

The colour of text and background:

Various

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)? 1.70 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.04 m

What are the dimensions of the proposed advertisement? Height: 1.60 x Width: 1.60 x Depth: 0.04 metres

What materials will the sign be made of?

Aluminium

What is the maximum height of any of the individual letters and symbols (in centimetres)? 32 cm

The colour of text and background:

Brown/Cream

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. 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 25/07/2016