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:		First Name:	Surname: C/O Agent
Company name:	Sainsbury's Supermarkets Ltd		
Street address:	33 Holborn		
		Telephone number:	
		Mobile number:	
Town/City:	London	Fax number:	
Country:		Email address:	
Postcode:	EC1N 2HT		

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

2. Agent Name, Address and Contact Details

Title:	Miss	First Name: Beatrice	Surname: Scott
Company name:	WYG		
Street address:	90 Victoria Street		
		Telephone number:	01179254393
		Mobile number:	
Town/City:	Bristol	Fax number:	
Country:		Email address:	
Postcode:	BS1 6DP		bristol.planning@wyg.com

3. Site Address Details

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

House: | Suffix:

House name: Sainsbury's Store

Street address: Wharf Road

Town/City: BIDDULPH

Postcode: ST8 6AJ

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

Easting: 388281

Northing: 357789

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):

2 no. amended internally illuminated totem signs; 2 no. amended non-illuminated pedestrian totem signs; 4 no. new internally illuminated fascia signs; 1 no. replacement Sainsbury's welcome wall sign; and 1 no. new wall mounted building sign.

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: 6

Please describe:

2 no. amended internally illuminated totem signs; 2 no. amended non-illuminated pedestrian totem signs; 1 no. replacement Sainsbury's welcome wall sign; and 1 no. new wall mounted building sign.

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

8. Location of Advertisement(s)

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).

The 1 no. existing Sainsbury's welcome wall panel is proposed to be replaced as part of the application.

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: 25/11/2016 To: 25/11/2021

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)? 2.50 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.10 m

What are the dimensions of the proposed advertisement? Height: 1.05 x Width: 2.70 x Depth: 0.10 metres

What materials will the sign be made of?

Fabricated aluminium.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 42 cm

The colour of text and background:

White text with a red background.

Will the sign be illuminated? ◉ Yes ○ No

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

Illuminance Levels: 350.00 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)? 6.00 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.10 m

What are the dimensions of the proposed advertisement? Height: 2.00 x Width: 3.00 x Depth: 0.10 metres

What materials will the sign be made of?

Fabricated aluminium.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 66 cm

The colour of text and background:

White text with a red background.

Will the sign be illuminated? ◉ Yes ○ No

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

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

Illuminance Levels: 350.00 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)? 7.50 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.10 m

What are the dimensions of the proposed advertisement? Height: 2.00 x Width: 3.00 x Depth: 0.10 metres

What materials will the sign be made of?

Fabricated aluminium.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 66 cm

The colour of text and background:

White text with a red background.

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

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

Illuminance Levels: 350.00 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)? 3.40 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.10 m

What are the dimensions of the proposed advertisement? Height: 1.00 x Width: 4.45 x Depth: 0.10 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)? 40 cm

The colour of text and background:

White text with a red background.

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

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

Illuminance Levels: 350.00 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)? 1.65 m

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

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

What are the dimensions of the proposed advertisement? Height: 1.35 x Width: 1.88 x Depth: 0.25 metres

What materials will the sign be made of?

Aluminium panel.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 42 cm

The colour of text and background:

White text with a red background.

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

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

Illuminance Levels: 350.00 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)? 1.65 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: 1.35 x Width: 1.88 x Depth: 0.25 metres

What materials will the sign be made of?

Aluminium panel.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 42 cm

The colour of text and background:

White text with a red background.

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

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

Illuminance Levels: 350.00 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)? 0.60 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: 0.40 x Width: 0.60 x Depth: 0.00 metres

What materials will the sign be made of?

Vinyl.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 13 cm

The colour of text and background:

White text with a red background.

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)? 0.60 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: 0.40 x Width: 0.60 x Depth: 0.00 metres

What materials will the sign be made of?

Vinyl.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 13 cm

The colour of text and background:

White text with a red background.

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)? 0.15 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.03 m

What are the dimensions of the proposed advertisement? Height: 2.55 x Width: 1.48 x Depth: 0.03 metres

What materials will the sign be made of?

Di-bond panel.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 22 cm

The colour of text and background:

White text with an orange and plum background.

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)? 0.15 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.03 m

What are the dimensions of the proposed advertisement? Height: 2.55 x Width: 1.13 x Depth: 0.03 metres

What materials will the sign be made of?

Di-bond panel.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 22 cm

The colour of text and background:

White text with a red 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. 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 25/11/2016