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:

Company name: Wm Morrison Supermarkets Plc.

Street address: Property & Development Division
Hilmore House
Gain Lane
Town/City: Bradford
County: West Yorkshire
Country: UK
Postcode: BD3 7DL

| | 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: Mr | First Name: Daniel | Surname: Compton

Company name: WCEC Architects

Street address: Carrwood Court
Carrwood Road
Town/City: Chesterfield
County: Derbyshire
Country: United Kingdom
Postcode: S41 9QB

| | Country Code | National Number | Extension Number |
|---|---|---|---|
| Telephone number: | +44 | 01246 260261 | |
| Mobile number: | | | |
| Fax number: | +44 | 01246 260736 | |

Email address: daniel.compton@wcec.co.uk

## 3. Site Address Details

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

House: | Suffix:

House name: Morrisons Supermarket Plc.

Street address: Newcastle Road

Town/City: Leek

County: Staffordshire

Postcode: ST13 5SG

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

Easting: 397956

Northing: 355843

Description:

Morrisons Supermarket

## 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: Ms First name: Jane Surname: Curley

Reference: 09/00368/FUL

Date (DD/MM/YYYY): 18/12/2009 (Must be pre-application submission)

Details of the pre-application advice received:

Telephone conversation between Jane Curley and Mike Dackiewicz (WCEC Architects) sometime in December '09: Mike briefly discussed Morrisons Supermarkets' intention to install adequate signage to the store extension to enable the public to identify the store.

## 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. Description of Proposed Advertisement(s)

Please describe the proposed advertisement(s):

2no 'Morrisons' moulded face letters (1no internally illuminated & 1no externally illuminated). 3no internally illuminated motif boxes. 1no '24hr Cash' formed panel.

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

Fascia sign(s) 5 Projecting or hanging sign(s) 1 Hoarding(s) 0 Other 0

## 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).

Please refer to Existing Photograph 1 & 2 and drawing 05/164 - PL19 Signage Location Plan and Elevations.

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: 01/06/2010 To: 31/05/2015

## 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)? 8.495 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.165 m

What are the dimensions of the proposed advertisement? Height: 1.330 x Width: 1.265 x Depth: 0.165 metres

What materials will the sign be made of?

Aluminium box frame and acryllic face with vinyl logo over. Steel support brackets concealed.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 127 cm

The colour of text and background:

Text is Green (pantone 336C). Background is Yellow (pantone 115C) and White (ral 9003).

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

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

Illuminance Levels: 800 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)? 8.495 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.165 m

What are the dimensions of the proposed advertisement? Height: 1.33 x Width: 1.265 x Depth: 0.165 metres

What materials will the sign be made of?

Aluminium box frame and acryllic face with vinyl logo over. Steel support brackets concealed.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 127 cm

The colour of text and background:

Text is Green (pantone 336C). Background is Yellow (pantone 115C) and White (ral 9003).

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

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

Illuminance Levels: 800 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)? 3.925 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.165 m

What are the dimensions of the proposed advertisement? Height: 1.33 x Width: 1.265 x Depth: 0.165 metres

What materials will the sign be made of?

Aluminium box frame and acryllic face with vinyl logo over. Steel support brackets concealed.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 127 cm

The colour of text and background:

Text is Green (pantone 336C). Background is Yellow (pantone 115C) and White (ral 9003).

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

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

Illuminance Levels: 800 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 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.003 m

What are the dimensions of the proposed advertisement? Height: 0.45 x Width: 2.4 x Depth: 0.003 metres

What materials will the sign be made of?

Formed aluminium panel finished silver with applied green vinyl or screen printed display.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 230 cm

The colour of text and background:

Text is Green (pantone 336C). Background is Silver (ral 9006) with Green edge.

Will the sign be illuminated? ( ) 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)? 3.418 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.15 m

What are the dimensions of the proposed advertisement? Height: 0.914 x Width: 7.554 x Depth: 0.12 metres

What materials will the sign be made of?

Moulded acryllic letters on consealed steel brackets.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 914 cm

The colour of text and background:

Text is Yellow (pantone 115C).

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

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

Illuminance Levels: 800 cd/m

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

## 11 (b). Details of Proposed Advertisement(s) - Hanging Sign

What is the height from the ground to the base of the advertisement (in metres)? 4.7 m

What is the maximum projection of the advertisement from face of building (in metres)? 0 m

What are the dimensions of the proposed advertisement? Height: 0.762 x Width: 6.18 x Depth: 0.120 metres

What materials will the sign be made of?

Moulded acryllic letters on stainless steel hangers.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 762 cm

The colour of text and background:

Text is Yellow (pantone 115C).

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

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

Illuminance Levels: 800 cd/m

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

## 11 (b). Details of Proposed Advertisement(s) - Hanging 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

## 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 20/01/2010