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

09/00055/ADV

Part one

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 MOrrisons Supermarket

Street address: Hilmore House
Gain Lane

Town/City: Bradford
County: West Yorkshire
Country:
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: | First Name: joanne | Surname: goodaire

Company name: Butterfield Signs Limited

Street address: 174
Sunbridge Road

Town/City: Bradford
County: West Yorkshire
Country: United Kingdom
Postcode: BD1 2RZ

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

Email address: joannegoodaire@butterfieldsigns.co.uk

3. Site Address Details

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

House: | Suffix:

House name: Somerfield Stores

Street address: Well Street

Cheadle

Town/City: STOKE-ON-TRENT

County:

Postcode: ST10 1YP

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

Easting: 401070

Northing: 343370

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. Description of Proposed Advertisement(s)

Please describe the proposed advertisement(s):

Installation of 1no internally illuminated totem sign

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

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

Please describe:

1no internally illuminated totem 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

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: 15/06/2009 To: 15/06/2014

10. Interest in the Land

Does 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)? 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: 5.547 x Width: 1.602 x Depth: 0.200 metres

What materials will the sign be made of?

Aluminium clad steel frame with opal acrylic faces on vinyl display illumination by fluorescent tubes

What is the maximum height of any of the individual letters and symbols (in centimetres)? 49 cm

The colour of text and background:

grey background with green text, logos white background with yellow and green logo

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

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 15/06/2009

S.M.D.C
C.P.U.
19 JUN 2009
ACK | PASSED TO | FILE

SIGNS BY BUTTERFIELD BRADFORD

BUTTERFIELD SIGNS LIMITED

174 Sunbridge Road, Bradford, West Yorkshire, BD1 2RZ.
TEL: +44 (0) 1274 722244 Fax: Sales +44 (0) 1274 848998 Fax: Accounts +44 (0) 1274 848997 E-Mail: enquiries@butterfieldsigns.co.uk
Website: www.butterfieldsigns.co.uk

Ref: KK/JLG

18th June 2009

Staffordshire Moorlands District Council
Planning Department
Stockwell Street
Staffordshire Moorlands
ST13 6HQ

09/00605

Dear Sirs

Re: Morrisons Supermarket – Well Street, Cheadle, Stoke On Trent, ST10 1YP

Please find enclosed a copy of our drawings and a cheque for £95.00 in relation to Application number 754581 for Application for Consent to Display an Advertisement at the above site.

We trust that these meet with the approval of all concerned and look forward to receiving your decision.

Yours faithfully

Joanne Goodaire
Contract Administrator

Enc.
Cheque Ref: 104712
1no copy of drawing

BSGA BRITISH SIGN & GRAPHICS ASSOCIATION

DIRECTORS: E. BUTTERFIELD (CHAIRMAN) E.A. BUTTERFIELD BA (Hons) (MANAGING)
C.S. HOOLEY (ASSOCIATE/CO.SEC) J.D. SLATER (EXECUTIVE)
ASSOCIATE DIRECTORS: S.B. BELL K. KILLALA G. LAMBERT N. MELLER
REGISTERED IN ENGLAND CERTIFICATE OF INCORPORATION No. 409815

BSI REGISTERED FM 32534

MORRISONS



CHEADLE

MORRISONS

PROPOSED SIGNAGE

MORRISONS

SIGNS BY
BUTTERFIELD
BRADFORD

TOTEM PLANNING

Signage Index

Car Park

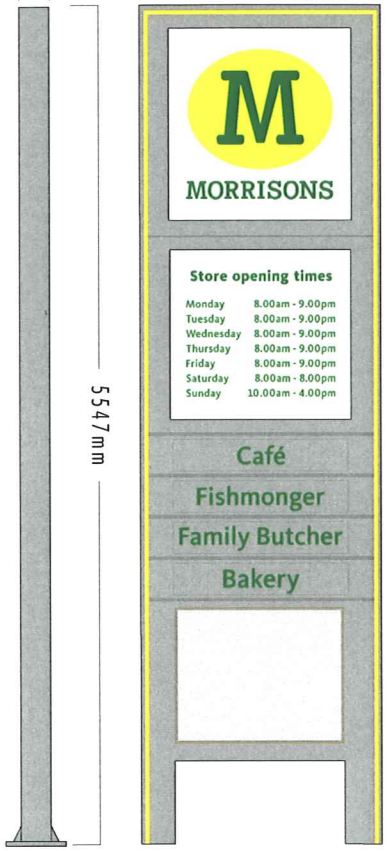
Sign No.	Description	Sign Ref.
12	1 No Car park totem sign.	CP23

09/00605

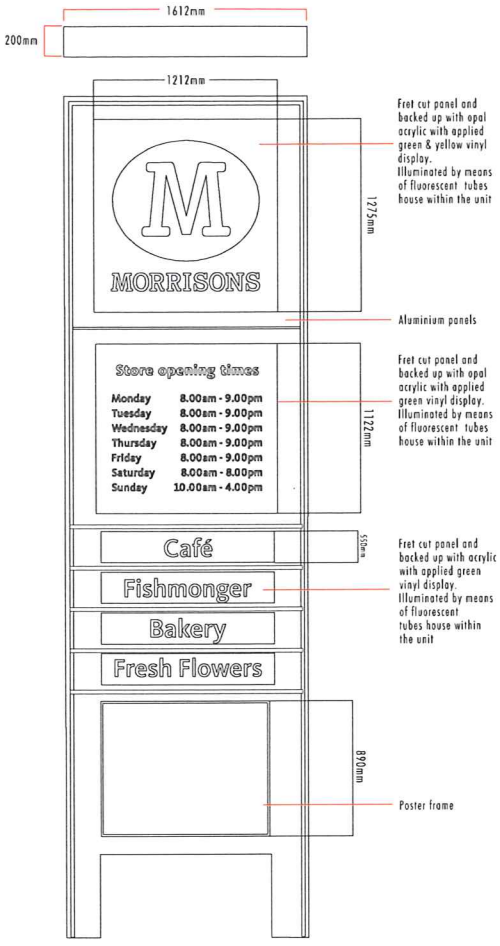
Sign 12 Sign Ref: CP23

CHEADLE

Scale 1:50



DISPLAY TO BE SAME ON BOTH SIDES



FRONT VEIW Scale 1:50

DESCRIPTION

Internally illuminated totem sign.

(Opening Hours TBC)

1612mm x 5460mm

EXISTING SIGNAGE



PROPOSED SIGNAGE



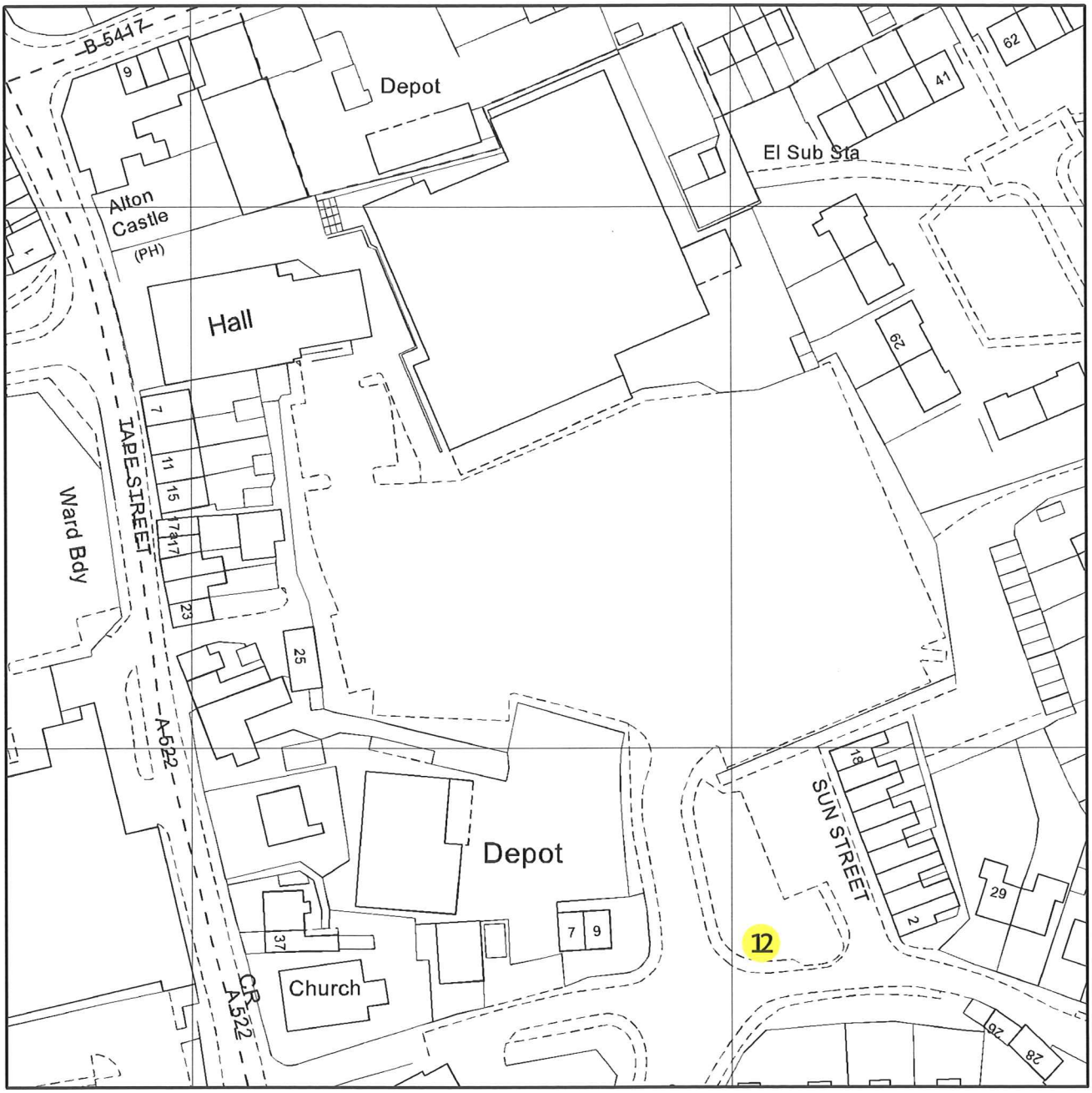
SIGNS BY BUTTERFIELD BRADFORD

Other issues

09/00605

MORRISONS

SITE PLAN CHEADLE



09/00605

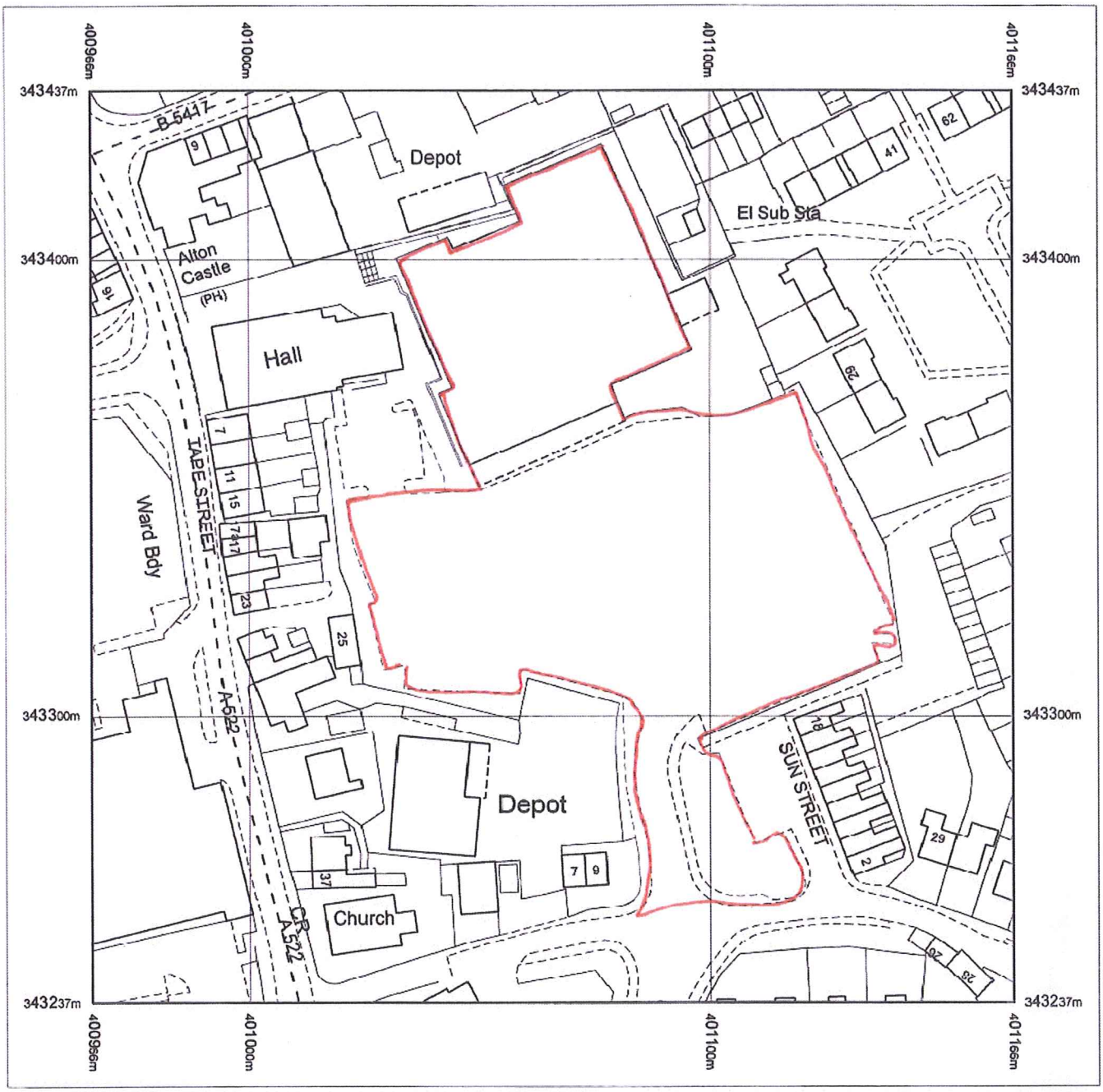
Other issues

SIGNS BY BUTTERFIELD BRADFORD

MORRISONS

Ordnance Survey®

OS Sitemap®



Produced 06.01.2009 from the Ordnance Survey National Geographic Database and incorporating surveyed revision available at this date. © Crown Copyright 2009.

Reproduction in whole or part is prohibited without the prior permission of Ordnance Survey.

Ordnance Survey, the OS Symbol and OS Sitemap are registered trademarks of Ordnance Survey, the national mapping agency of Great Britain.

The representation of a road, track or path is no evidence of a right of way.

The representation of features as lines is no evidence of a property boundary.

Part or all of this OS Sitemap is enlarged from mapping produced at one or more of the following scales: 1:1250, 1:2500, 1:10000.

Metres
0 20 40

Scale 1:1250

Supplied by: Latitude
Serial number: 00768200
Centre coordinates: 401065.75 343337.25

Further information can be found on the OS Sitemap Information leaflet or the Ordnance Survey web site: www.ordnancesurvey.co.uk

Well Street

Cheadle

ST10 1YP