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: David | Surname: Goacher

Company name: Punch Pub Co Ltd

Street address: Jubilee House, Second Avenue
Town/City: Burton upon Trent
County:
Country:
Postcode: DE14 2Wf

	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: Leslie | Surname: Gregg

Company name: ASHLEIGH SIGNS LIMITED

Street address: MARSH STREET, ROTHWELL
Town/City: LEEDS
County: WEST YORKSHIRE
Country: ENGLAND
Postcode: LS26 0AG

	Country Code	National Number	Extension Number
Telephone number:		0113 2014130	
Mobile number:		0797 1158527	
Fax number:		0113 2829155	

Email address: lgregg@ashleigh.co.uk

3. Site Address Details

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

House: 69 Suffix:

House name:

Street address: HIGH STREET

CHEADLE

Town/City: STOKE-ON-TRENT

County:

Postcode: ST10 1AN

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

Easting: 400729

Northing: 343228

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):

2 No Externally illuminated fascia signs
2 No Non illuminated signs to existing bracket
4 No Non illuminated amenity signs
1 No Lantern

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

Fascia sign(s) 2 Projecting or hanging sign(s) 2 Hoarding(s) 0 Other 5

Please describe:

2 No Externally illuminated fascia signs (Items 03x2)
2 No Non illuminated signs to existing bracket (Items 01,02)
4 No Non illuminated amenity signs (Items 04,05x2,06)
1 No Lantern (Item 08)

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).

Photograph DSC03754
Photograph DSC03758
Photograph DSC03766

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: 11/03/2010 To: 11/03/2015

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)? 2.6 m

What is the maximum projection of the advertisement from face of building (in metres)? .030 m

What are the dimensions of the proposed advertisement? Height: .760 x Width: 3.460 x Depth: .030 metres

What materials will the sign be made of?

Aluminium/Timber

What is the maximum height of any of the individual letters and symbols (in centimetres)? 26 cm

The colour of text and background:

grey/gold

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

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

Illuminance Levels: 250 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)? 2.6 m

What is the maximum projection of the advertisement from face of building (in metres)? .030 m

What are the dimensions of the proposed advertisement? Height: .760 x Width: 3.460 x Depth: .030 metres

What materials will the sign be made of?

Aluminium/Timber

What is the maximum height of any of the individual letters and symbols (in centimetres)? 26 cm

The colour of text and background:

grey/gold

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

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

Illuminance Levels: 250 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)? 4.3 m

What is the maximum projection of the advertisement from face of building (in metres)? 3 m

What are the dimensions of the proposed advertisement? Height: 1 x Width: .910 x Depth: .060 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)? 40 cm

The colour of text and background:

grey/gold

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

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

What is the height from the ground to the base of the advertisement (in metres)? 4.8 m

What is the maximum projection of the advertisement from face of building (in metres)? 1.020 m

What are the dimensions of the proposed advertisement? Height: .500 x Width: .985 x Depth: .060 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)? 10 cm

The colour of text and background:

grey/white

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)? 2.3 m

What is the maximum projection of the advertisement from face of building (in metres)? .030 m

What are the dimensions of the proposed advertisement? Height: 1.2 x Width: .525 x Depth: .030 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)? 22 cm

The colour of text and background:

grey/gold

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)? 1.2 m

What is the maximum projection of the advertisement from face of building (in metres)? .030 m

What are the dimensions of the proposed advertisement? Height: .980 x Width: .375 x Depth: .030 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)? 16 cm

The colour of text and background:

grey/gold

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)? 1.2 m

What is the maximum projection of the advertisement from face of building (in metres)? .030 m

What are the dimensions of the proposed advertisement? Height: .980 x Width: .375 x Depth: .030 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)? 16 cm

The colour of text and background:

grey/gold

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)? 1.5 m

What is the maximum projection of the advertisement from face of building (in metres)? .030 m

What are the dimensions of the proposed advertisement? Height: .610 x Width: 1.2 x Depth: .030 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)? 8 cm

The colour of text and background:

grey/white

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)? 2 m

What is the maximum projection of the advertisement from face of building (in metres)? .500 m

What are the dimensions of the proposed advertisement? Height: .580 x Width: .250 x Depth: .250 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)? 0 cm

The colour of text and background:

Gold

Will the sign be illuminated? ◉ Yes ○ No

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

Illuminance Levels: 200 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 10/03/2010