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 Advertisements) (England) 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. Site Address

Number	21
Suffix	
Property name	Bakers Arms
Address line 1	High Street
Address line 2	
Address line 3	
Town/city	Cheadle
Postcode	ST10 1AA

Description of site location must be completed if postcode is not known:

Easting (x)	400869
Northing (y)	343373

Description

2. Applicant Details

Title	
First name	
Surname	-
Company name	Caldmore Taverns Ltd
Address line 1	C/O Hewitt & Carr Architects
Address line 2	
Address line 3	
Town/city	

2. Applicant Details

Country	
Postcode	
Primary number	
Secondary number	
Fax number	
Email address	

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

3. Agent Details

Title	Miss
First name	Kate
Surname	walker
Company name	Hewitt&Carr Architects
Address line 1	DaisyBank House
Address line 2	17-19 Leek Road
Address line 3	Cheadle
Town/city	Stoke-on-Trent
Country	
Postcode	ST10 1JE
Primary number	01538756888
Secondary number	
Fax number	
Email	kate.walker@hcarchitects.co.uk

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Proposed new hanging sign and renewed fascia signage to shopfront

Please select the type(s) of advertising you are proposing:

- [x] Fascia sign(s)
- [x] Projecting or hanging sign(s)
- [ ] Hoarding(s)
- [ ] Other type(s)

Please add details of each proposed fascia sign

Fascia sign(s): 1	
What is the height from the ground to the base of the advertisement?	2.8 metre(s)

4. Type of Proposed Advertisement(s)

Fascia sign(s): 1	
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.5 x Width: 4.4 x Depth: 0 metre(s)
What materials will the sign be made of? Existing timber shopfront	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background Gold & white text on black background	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Please add details of each proposed projecting or hanging sign

Projecting or hanging sign(s): 1	
What is the height from the ground to the base of the advertisement?	3.8 metre(s)
What is the maximum projection of the advertisement from face of building?	1 metre(s)
Dimension:	Height: 0.9 x Width: 0.75 x Depth: 0.05 metre(s)
What materials will the sign be made of? Timber on metal bracket	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background Gold & white text on black background	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

5. 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 the questions above, please show the existing sign(s) on an elevation drawing or photograph which can be uploaded to the Supporting Documents section of this application. Please state the references or filenames of the drawing(s) or photograph(s) in this text box

00515 Existing Photograph

Will the proposed advertisement(s) project over a footpath or other public highway? ◉ Yes ○ No

6. Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From	25/04/2019
To	25/04/2024

7. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal? ○ Yes ◉ No

8. 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?

- ◉ The agent
- ○ The applicant
- ○ Other person

9. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application? ○ Yes ◉ No

10. Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed? ◉ Yes ○ No

11. Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:
(a) a member of staff
(b) an elected member
(c) related to a member of staff
(d) related to an elected member

It is an important principle of decision-making that the process is open and transparent. ○ Yes ◉ No

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

12. 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 (cannot be pre-application)	25/04/2019