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	
Suffix	
Property name	Unit 1
Address line 1	Moorlands Shopping Centre
Address line 2	Brook Street
Address line 3	
Town/city	Leek
Postcode	ST13 5SN

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

Easting (x)	398415
Northing (y)	356389

Description

2. Applicant Details

Title	Mr
First name	Ken
Surname	Jones
Company name	Iceland Foods Ltd
Address line 1	Second Avenue
Address line 2	Deeside Industrial Park
Address line 3	
Town/city	Deeside

2. Applicant Details

Country	
Postcode	CH5 2NW
Primary number	
Secondary number	
Fax number	
Email address	

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

3. Agent Details

Title	Mr
First name	Ray
Surname	Robinson
Company name	RRDS Ltd
Address line 1	Studio 1, 1st Floor
Address line 2	The Ffwrwm, High Street
Address line 3	Caerleon
Town/city	Newport
Country	
Postcode	NP18 1AG
Primary number	01873881165
Secondary number	
Fax number	
Email	design@rrds.net

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

"Wrap-around" sign to front/side elevation, high level signs to side and rear elevations and loading bay sign to side elevation together with and internal window graphics affixed to the internal face of the shopfront windows.

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

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

Other type(s): Please add details of each proposed advertisement

Other type(s): 1	
What is the height from the ground to the base of the advertisement?	3 metre(s)

4. Type of Proposed Advertisement(s)

Other type(s): 1	
What is the maximum projection of the advertisement from face of building?	0.17 metre(s)
Dimension:	Height: 1.26 x Width: 25.84 x Depth: 0.07 metre(s)
What materials will the sign be made of? Acrylic & aluminium - wrap around sign front/side elevation	
What is the maximum height of any of the individual letters and symbols?	83 cm
The colour of text and background White on red plus grey	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	300 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 2	
What is the height from the ground to the base of the advertisement?	metre(s) 13.05
What is the maximum projection of the advertisement from face of building?	0.17 metre(s)
Dimension:	Height: 1.6 x Width: 6.5 x Depth: 0.07 metre(s)
What materials will the sign be made of? Acrylic & aluminium - side elevation high level sign	
What is the maximum height of any of the individual letters and symbols?	110 cm
The colour of text and background White on red plus grey	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	300 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 3	
What is the height from the ground to the base of the advertisement?	metre(s) 13.03
What is the maximum projection of the advertisement from face of building?	0.17 metre(s)
Dimension:	Height: 0.75 x Width: 4 x Depth: 0.7 metre(s)
What materials will the sign be made of? Acrylic & aluminium - rear elevation high level sign	
What is the maximum height of any of the individual letters and symbols?	58 cm
The colour of text and background White on red plus grey	
Will the sign be illuminated?	Yes

4. Type of Proposed Advertisement(s)

Other type(s): 3	
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	300 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 4	
What is the height from the ground to the base of the advertisement?	3.4 metre(s)
What is the maximum projection of the advertisement from face of building?	0.003 metre(s)
Dimension:	Height: 0.375 x Width: 1.165 x Depth: 0.003 metre(s)
What materials will the sign be made of? ACM - loading bay sign	
What is the maximum height of any of the individual letters and symbols?	24 cm
The colour of text and background White on red plus grey	
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 describe each of the 'Other type(s)' of advertising proposed

Drawings attached SS-ICE-AIB15057-1-LEEK-ISSUE 1 - "Wrap-around" sign to front/side elevation, high level signs to side and rear elevations and loading bay sign to side elevation together with and internal window graphics affixed to the internal face of the shopfront windows.These vinyls form part of this application but we are informed that they are deemed to have consent under schedule 3 Part 1 class 12 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007 and therefore the details of these graphics are not listed on this application form.

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

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 23/07/2019

To 23/07/2024

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) 23/05/2019