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 Planning Permission and consent to display advertisement(s).
Town and Country Planning Act 1990
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. Site Address

Number	
Suffix	
Property name	Post Office
Address line 1	High Street
Address line 2	
Address line 3	
Town/city	Leek
Postcode	ST13 5DZ

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

Easting (x)	398196
Northing (y)	356501

Description

2. Applicant Details

Title	Mr & Mrs
First name	M
Surname	Birch
Company name	MT and CM Birch Ltd
Address line 1	Post Office, High Street
Address line 2	
Address line 3	
Town/city	Leek

2. Applicant Details

Country	
Postcode	ST13 5DZ
Primary number	
Secondary number	
Fax number	
Email address	

Are you an agent acting on behalf of the applicant? ◉ Yes ○ No

3. Agent Details

Title	Mrs
First name	Suzanne
Surname	Bratley
Company name	Bratley Architectural Ltd
Address line 1	PO Box 3870
Address line 2	
Address line 3	
Town/city	CHESTER
Country	United Kingdom
Postcode	CH1 9DQ
Primary number	
Secondary number	
Fax number	
Email	

4. Site Area

What is the measurement of the site area? (numeric characters only).	245
Unit	sq.metres

5. Description of the Proposal

Please describe details of the proposed development or works including any change of use.

If you are applying for Technical Details Consent on a site that has been granted Permission In Principle, please include the relevant details in the description below.

Proposed replacement entrance shopfront, new signage and lighting.

Has the work or change of use already started? ○ Yes ◉ No

6. Existing Use

Please describe the current use of the site

Retail

Is the site currently vacant? ○ Yes ◉ No

Does the proposal involve any of the following? If Yes, you will need to submit an appropriate contamination assessment with your application.

Land which is known to be contaminated ○ Yes ◉ No

Land where contamination is suspected for all or part of the site ○ Yes ◉ No

A proposed use that would be particularly vulnerable to the presence of contamination ○ Yes ◉ No

7. Materials

Does the proposed development require any materials to be used? ◉ Yes ○ No

Please provide a description of existing and proposed materials and finishes to be used (including type, colour and name for each material):

Windows	
Description of existing materials and finishes (optional):	Hardwood
Description of proposed materials and finishes:	Aluminium powder coated in white

Doors	
Description of existing materials and finishes (optional):	Hardwood
Description of proposed materials and finishes:	Aluminium powder coated in white

Lighting	
Description of existing materials and finishes (optional):	None
Description of proposed materials and finishes:	LED Troughlights 2.4m long

Are you supplying additional information on submitted plans, drawings or a design and access statement? ◉ Yes ○ No

If Yes, please state references for the plans, drawings and/or design and access statement

1456/01 Site location plan
1456/02 Block plan, existing and proposed plans and elevations
Design Access and Heritage Statement
Proposed lighting information

8. Pedestrian and Vehicle Access, Roads and Rights of Way

Is a new or altered vehicular access proposed to or from the public highway? ○ Yes ◉ No

Is a new or altered pedestrian access proposed to or from the public highway? ○ Yes ◉ No

Are there any new public roads to be provided within the site? ○ Yes ◉ No

Are there any new public rights of way to be provided within or adjacent to the site? ○ Yes ◉ No

Do the proposals require any diversions/extinguishments and/or creation of rights of way? ○ Yes ◉ No

9. Vehicle Parking

Is vehicle parking relevant to this proposal? ○ Yes ◉ No

10. Trees and Hedges

Are there trees or hedges on the proposed development site? ○ Yes ◉ No

And/or: Are there trees or hedges on land adjacent to the proposed development site that could influence the development or might be important as part of the local landscape character? ○ Yes ◉ No

If Yes to either or both of the above, you may need to provide a full tree survey, at the discretion of your local planning authority. If a tree survey is required, this and the accompanying plan should be submitted alongside your application. Your local planning authority should make clear on its website what the survey should contain, in accordance with the current 'BS5837: Trees in relation to design, demolition and construction - Recommendations'.

11. Assessment of Flood Risk

Is the site within an area at risk of flooding? (Refer to the Environment Agency's Flood Map showing flood zones 2 and 3 and consult Environment Agency standing advice and your local planning authority requirements for information as necessary.) ○ Yes ◉ No

If Yes, you will need to submit a Flood Risk Assessment to consider the risk to the proposed site.

Is your proposal within 20 metres of a watercourse (e.g. river, stream or beck)? ○ Yes ◉ No

Will the proposal increase the flood risk elsewhere? ○ Yes ◉ No

How will surface water be disposed of?

☐ Sustainable drainage system

☐ Existing water course

☐ Soakaway

☑ Main sewer

☐ Pond/lake

12. Biodiversity and Geological Conservation

Is there a reasonable likelihood of the following being affected adversely or conserved and enhanced within the application site, or on land adjacent to or near the application site?

To assist in answering this question correctly, please refer to the help text which provides guidance on determining if any important biodiversity or geological conservation features may be present or nearby; and whether they are likely to be affected by the proposals.

a) Protected and priority species:

○ Yes, on the development site
○ Yes, on land adjacent to or near the proposed development
◉ No

b) Designated sites, important habitats or other biodiversity features:

○ Yes, on the development site
○ Yes, on land adjacent to or near the proposed development
◉ No

c) Features of geological conservation importance:

○ Yes, on the development site
○ Yes, on land adjacent to or near the proposed development
◉ No

13. Foul Sewage

Please state how foul sewage is to be disposed of:

- [ ] Mains Sewer
- [ ] Septic Tank
- [ ] Package Treatment plant
- [ ] Cess Pit
- [ ] Other
- [x] Unknown

Are you proposing to connect to the existing drainage system? ○ Yes ◉ No ○ Unknown

14. Waste Storage and Collection

Do the plans incorporate areas to store and aid the collection of waste? ○ Yes ◉ No

Have arrangements been made for the separate storage and collection of recyclable waste? ○ Yes ◉ No

15. Trade Effluent

Does the proposal involve the need to dispose of trade effluents or trade waste? ○ Yes ◉ No

16. Residential/Dwelling Units

Due to changes in the information requirements for this question that are not currently available on the system, if you need to supply details of Residential/Dwelling Units for your application please follow these steps:

1. Answer 'No' to the question below;
2. Download and complete this supplementary information template (PDF);
3. Upload it as a supporting document on this application, using the 'Supplementary information template' document type.

This will provide the local authority with the required information to validate and determine your application.

Does your proposal include the gain, loss or change of use of residential units? ○ Yes ◉ No

17. All Types of Development: Non-Residential Floorspace

Does your proposal involve the loss, gain or change of use of non-residential floorspace? ○ Yes ◉ No

18. Employment

Will the proposed development require the employment of any staff? ○ Yes ◉ No

19. Hours of Opening

Are Hours of Opening relevant to this proposal? ○ Yes ◉ No

20. Industrial or Commercial Processes and Machinery

Please describe the activities and processes which would be carried out on the site and the end products including plant, ventilation or air conditioning. Please include the type of machinery which may be installed on site:

N/A

Is the proposal for a waste management development? ○ Yes ◉ No

If this is a landfill application you will need to provide further information before your application can be determined. Your waste planning authority should make it clear what information it requires on its website

21. Hazardous Substances

Does the proposal involve the use or storage of any hazardous substances? ○ Yes ◉ No

22. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Proposed new fascia sign, window graphics, 2 no. A0 poster signs, and 1 no. sign board

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

- ☑ Fascia sign(s)
- ☐ 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?	3.55 metre(s)
What is the maximum projection of the advertisement from face of building?	0.2 metre(s)
Dimension:	Height: 0.7 x Width: 4.75 x Depth: 0.2 metre(s)
What materials will the sign be made of? Aluminium composite material	
What is the maximum height of any of the individual letters and symbols?	18 cm
The colour of text and background white background, red strip at bottom, black graphics	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	Static

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?	2.48 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.4 x Width: 2.85 x Depth: 0 metre(s)
What materials will the sign be made of? Vinyl	
What is the maximum height of any of the individual letters and symbols?	20 cm
The colour of text and background Black background with white text	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2

22. Type of Proposed Advertisement(s)

Other type(s): 1	
Will the illumination be static or intermittent?	

Other type(s): 2	
What is the height from the ground to the base of the advertisement?	0.63 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 2.4 x Width: 2.85 x Depth: 0 metre(s)
What materials will the sign be made of? Vinyl	
What is the maximum height of any of the individual letters and symbols?	20 cm
The colour of text and background Strip at top black background with white text, remainder light grey with coloured balloon graphics	
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?	

Other type(s): 3	
What is the height from the ground to the base of the advertisement?	1.57 metre(s)
What is the maximum projection of the advertisement from face of building?	0.05 metre(s)
Dimension:	Height: 1.19 x Width: 0.84 x Depth: 0.05 metre(s)
What materials will the sign be made of? aluminium frame with perspex cover	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background varies	
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?	

Other type(s): 4	
What is the height from the ground to the base of the advertisement?	1.69 metre(s)
What is the maximum projection of the advertisement from face of building?	0.05 metre(s)
Dimension:	Height: 1.19 x Width: 0.84 x Depth: 0.5 metre(s)
What materials will the sign be made of? aluminium frame with perspex cover	

22. Type of Proposed Advertisement(s)

Other type(s): 4	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background varies	
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?	

Other type(s): 5	
What is the height from the ground to the base of the advertisement?	1 metre(s)
What is the maximum projection of the advertisement from face of building?	0.05 metre(s)
Dimension:	Height: 1 x Width: 0.35 x Depth: 0.05 metre(s)
What materials will the sign be made of? aluminium composite material	
What is the maximum height of any of the individual letters and symbols?	30 cm
The colour of text and background white background with red graphics	
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

2 no. window graphics
2 no. A0 poster signs
1 no. sign board

23. 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

24. Advertisement(s) Period

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

From 04/11/2019

To 04/11/2029

25. 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

26. 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	
First name	
Surname	
Reference	

Date (Must be pre-application submission)

13/08/2019

Details of the pre-application advice received

Email correspondence with advice on lighting

27. 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?

28. Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed? ( ) Yes (•) No

If No, has the permission of the owner or any other person entitled to give permission for the display of an advertisement been obtained? (•) Yes ( ) No

29. Ownership Certificates and Agricultural Land Declaration

CERTIFICATE OF OWNERSHIP - CERTIFICATE B - Town and Country Planning (Development Management Procedure) (England) Order 2015 Certificate under Article 14

I certify/The applicant certifies that I have/the applicant has given the requisite notice to everyone else (as listed below) who, on the day 21 days before the date of this application, was the owner* and/or agricultural tenant of any part of the land or building to which this application relates.**

*** 'owner' is a person with a freehold interest or leasehold interest with at least 7 years left to run. ** 'agricultural tenant' has the meaning given in section 65(8) of the Town and Country Planning Act 1990**

Owner/Agricultural Tenant

29. Ownership Certificates and Agricultural Land Declaration

Name of Owner/Agricultural Tenant	
Number	
Suffix	
House Name	Ashfield House
Address line 1	Ashfield Road
Address line 2	
Town/city	Cheadle
Postcode	SK8 1BB
Date notice served (DD/MM/YYYY)	03/09/2019

Person role

- ○ The applicant
- ◉ The agent

Title	Mrs
First name	Suzanne
Surname	Bratley
Declaration date (DD/MM/YYYY)	02/09/2019

☑ Declaration made

30. 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)	02/09/2019