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	67
Suffix	
Property name	
Address line 1	High Street
Address line 2	
Address line 3	
Town/city	Biddulph
Postcode	ST8 6AA

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

Easting (x)	388324
Northing (y)	357664

Description

2. Applicant Details

Title	Mr
First name	Andrew
Surname	Humphrey
Company name	Promec Ltd
Address line 1	THE DOVECOTE, COLLEGE FARM
Address line 2	SIX ASHES ROAD
Address line 3	SIX ASHES
Town/city	BRIDGNORTH

2. Applicant Details

Country	United Kingdom
Postcode	WV15 6EL
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	Andrew
Surname	Humphrey
Company name	Promec Ltd
Address line 1	THE DOVECOTE, COLLEGE FARM
Address line 2	SIX ASHES ROAD
Address line 3	SIX ASHES
Town/city	BRIDGNORTH
Country	United Kingdom
Postcode	WV15 6EL
Primary number	
Secondary number	
Fax number	
Email	

4. Site Area

What is the measurement of the site area? (numeric characters only).	33
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.

The works relate to the proposed refurbishment of the premises frontage that will incorporate the following elements:-
•Remove and replace existing panels
•Remove existing signage
•Install new signage as depicted in plan provided – powder coated with fixing rail
•Central wooden section – Red cedar cladding
•Central large logo on stand-off lettering – This needs to be confirmed and detail required regarding application and installation.
•New entrance door – size and colour to be confirmed

5. Description of the Proposal

•New windows – size and colour to be confirmed

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

6. Existing Use

Please describe the current use of the site

Fully operational Dental Practice

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):	
Description of proposed materials and finishes:	UPVC Window frames. Double glazed window panels

Doors	
Description of existing materials and finishes (optional):	
Description of proposed materials and finishes:	Powder coated aluminium inwards opening glazed door and a half to allow for disabled access.

Other type of material (e.g. guttering) External signage	
Description of existing materials and finishes (optional):	
Description of proposed materials and finishes:	Central Cedar wood paneled section. Powder coated aluminium with fixing rail to incorporate logo, telephone number, email and website details

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

Proposed premises frontage - Promec ref QO90339

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

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

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:

12. Biodiversity and Geological Conservation

- ○ 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
- ☐ 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

If Yes, please provide details:

A skip will be provided for the removal of associated waste generated during the refurbishment of the frontage.

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:

The project involves the removal of the existing premises frontage and refurbishment by replacing the entrance doorway and windows. In addition new signage will be installed both above the window height and in a central cedar wood panel.

This work will involve working at height by the use of ladders only. No scaffolding is anticipated as being required.

The removal and installation will require hand tools and power tools only. No machinery will be installed on site.

As the proposed work is external then there is no impact or requirement upon air conditioning or ventilation.

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)

New powder coated sign trays with fixing rails to full width of premises frontage - approximately 11m. At a height of approximately 800mm.

The signage will be as per the proposed image provided to incorporate the company logo and contact details. There is an additional consideration to also incorporate a central logo positioned onto a section of central cedar cladding.

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?	2.335 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.8 x Width: 11 x Depth: 0.5 metre(s)
What materials will the sign be made of? Aluminium powder coated	
What is the maximum height of any of the individual letters and symbols?	650 cm
The colour of text and background Background will be purple to RAL match corporate colour. Text will be white	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	1120 cd/m2
Will the illumination be static or intermittent?	Static

Fascia sign(s): 2	
What is the height from the ground to the base of the advertisement?	0.6 metre(s)

22. Type of Proposed Advertisement(s)

Fascia sign(s): 2	
What is the maximum projection of the advertisement from face of building?	0.5 metre(s)
Dimension:	Height: 1.2 x Width: 2 x Depth: 0.5 metre(s)
What materials will the sign be made of? Logo To be determined - Placed onto cedar cladding	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background Logo signage onto Cedar cladding. Material and colour of logo signage to be confirmed	
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?	

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

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

Horizons Dental - Existing frontage

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 30/09/2019

To 30/09/2024

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

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 A - Town and Country Planning (Development Management Procedure) (England) Order 2015 Certificate under Article 14

I certify/The applicant certifies that on the day 21 days before the date of this application nobody except myself/the applicant was the owner* of any part of the land or building to which the application relates, and that none of the land to which the application relates is, or is part of, an agricultural holding**

*** 'owner' is a person with a freehold interest or leasehold interest with at least 7 years left to run. ** 'agricultural holding' has the meaning given by reference to the definition of 'agricultural tenant' in section 65(8) of the Act.**

NOTE: You should sign Certificate B, C or D, as appropriate, if you are the sole owner of the land or building to which the application relates but the land is, or is part of, an agricultural holding.

Person role

○ The applicant
◉ The agent

Title	Mr
First name	Andrew
Surname	Humphrey
Declaration date (DD/MM/YYYY)	27/09/2019

☑ 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)	27/09/2019