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	Blythe Bridge High School
Address line 1	Cheadle Road
Address line 2	
Address line 3	
Town/city	Blythe Bridge
Postcode	ST11 9PW

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

Easting (x)	395971
Northing (y)	341238

Description

2. Applicant Details

Title	
First name	Maria
Surname	Valle
Company name	Entrust
Address line 1	Blythe Bridge High School
Address line 2	Cheadle Road
Address line 3	
Town/city	Blythe Bridge

2. Applicant Details

Country	
Postcode	ST11 9PW

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

Primary number	
Secondary number	
Fax number	
Email address	

3. Agent Details

Title	Miss
First name	Maria
Surname	Valle
Company name	Entrust
Address line 1	The Riverway Centre
Address line 2	Riverway
Address line 3	
Town/city	STAFFORD
Country	
Postcode	ST16 3TH
Primary number	
Secondary number	
Fax number	
Email	

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Blue plastic fascia with Brushed stainless steel letters 15000mm long 1200mm high

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

- [x] 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?	11 metre(s)

4. Type of Proposed Advertisement(s)

What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 1.2 x Width: 14 x Depth: 0 metre(s)
What materials will the sign be made of? Plastic fascia and stainless steel letters	
What is the maximum height of any of the individual letters and symbols?	800 cm
The colour of text and background Silver text with blue 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

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 01/09/2020

To 01/09/2050

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

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:

9. Pre-application Advice

Title	
First name	
Surname	
Reference	GEN/2020/0061

Date (Must be pre-application submission)

09/07/2020

Details of the pre-application advice received

Forms and drawing to be submitted.

10. 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

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)	12/08/2020