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 Advertisement) (England) Regulations 2007 (as amended)

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.

Site Location

Disclaimer: We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number

Suffix

Property Name

Land off the A523

Address Line 1

Churnet Way

Address Line 2

Address Line 3

Town/city

Leek

Postcode

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

Easting (x)

397679

Northing (y)

357104

Description

Land off the A523, Churnet Way, Leek

Applicant Details

Name/Company

Title

Other

First name

Surname

.

Company Name

MCDONALD'S RESTAURANTS LTD

Address

Address line 1

11 - 59 HIGH ROAD

Address line 2

Address line 3

EAST FINCHLEY

Town/City

LONDON

Country

United Kingdom

Postcode

N2 8AW

Are you an agent acting on behalf of the applicant?

- [x] Yes
- [ ] No

Contact Details

Primary number

Secondary number

Fax number

Email address

Agent Details

Name/Company

Title

Mr

First name

Matthew

Surname

Carpenter

Company Name

Planware Limited

Address

Address line 1

St Andrews Castle

Address line 2

33 St Andrews Street South

Address line 3

Town/City

Bury St Edmunds

Country

United Kingdom

Postcode

IP33 3PH

Contact Details

Primary number

***** REDACTED ******

Secondary number

Fax number

Email address

***** REDACTED ******

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

INSTALLATION OF 6 NO. FASCIA SIGNS, 3 NO. BOOTH LETTERING SIGNS AND 1 NO. 15" DIGITAL BOOTH SCREEN.

Please specify the type(s) and details of each proposed advertisement

Advertisement Type:
Fascia Sign

Height:
1.4 metres

Width:
1.6 metres

Depth:
0.1 metres

What is the height from the ground to the base of the advertisement?:
3.35 metres

What is the maximum projection of the advertisement from the face of the building?:
0 metres

What is the maximum height of any of the individual letters and symbols?:
140 centimetres

What materials will the advertisement be made of?:
ELEVATION A - SIGN 18 - YELLOW ACRYLIC "GOLDEN ARCH" SYMBOL

The colour of text and background:
YELLOW

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Internally

Illuminance levels:
600 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Fascia Sign

Height:
1.4 metres

Width:
1.6 metres

Depth:
0.1 metres

What is the height from the ground to the base of the advertisement?:
3.35 metres

What is the maximum projection of the advertisement from the face of the building?:
0 metres

What is the maximum height of any of the individual letters and symbols?:
140 centimetres

What materials will the advertisement be made of?:
ELEVATION D - SIGN 18 - YELLOW ACRYLIC "GOLDEN ARCH" SYMBOL

The colour of text and background:
YELLOW

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Internally

Illuminance levels:

600 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Fascia Sign

Height:
1.575 metres

Width:
1.8 metres

Depth:
0.1 metres

What is the height from the ground to the base of the advertisement?:
3.1 metres

What is the maximum projection of the advertisement from the face of the building?:
0 metres

What is the maximum height of any of the individual letters and symbols?:
158 centimetres

What materials will the advertisement be made of?:
ELEVATION C - CUSTOM YELLOW ACRYLIC "GOLDEN ARCH" SYMBOL

The colour of text and background:
YELLOW

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Internally

Illuminance levels:
600 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Fascia Sign

Height:
0.8 metres

Width:
7.202 metres

Depth:
0.1 metres

What is the height from the ground to the base of the advertisement?:
3.35 metres

What is the maximum projection of the advertisement from the face of the building?:
0.1 metres

What is the maximum height of any of the individual letters and symbols?:
80 centimetres

What materials will the advertisement be made of?:
ELEVATION C - SIGN 17 - WHITE INTERNALLY ILLUMINATED ACRYLIC "MCDONALD'S" TEXT SIGN

The colour of text and background:
WHITE

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Internally

Illuminance levels:
600 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Fascia Sign

Height:
0.8 metres

Width:
7.202 metres

Depth:
0.1 metres

What is the height from the ground to the base of the advertisement?:
3.35 metres

What is the maximum projection of the advertisement from the face of the building?:
0.1 metres

What is the maximum height of any of the individual letters and symbols?:
80 centimetres

What materials will the advertisement be made of?:
ELEVATION A - SIGN 17 - WHITE INTERNALLY ILLUMINATED ACRYLIC "MCDONALD'S" TEXT SIGN

The colour of text and background:
WHITE

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Internally

Illuminance levels:
600 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Fascia Sign

Height:
0.8 metres

Width:
7.202 metres

Depth:
0.1 metres

What is the height from the ground to the base of the advertisement?:
3.35 metres

What is the maximum projection of the advertisement from the face of the building?:
0.1 metres

What is the maximum height of any of the individual letters and symbols?:
80 centimetres

What materials will the advertisement be made of?:
ELEVATION B - SIGN 17 - WHITE INTERNALLY ILLUMINATED ACRYLIC "MCDONALD'S" TEXT SIGN

The colour of text and background:
WHITE

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:
600 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Other type

Height:
2.8 metres

Width:
0.45 metres

Depth:
0.025 metres

What is the height from the ground to the base of the advertisement?:
0.1 metres

What is the maximum projection of the advertisement from the face of the building?:
0 metres

What is the maximum height of any of the individual letters and symbols?:
0 centimetres

What materials will the advertisement be made of?:
ELEVATION A - FAST FORWARD BOOTH - COLLECT SIGN - WHITE INTERNALLY ILLUMINATED ACRYLIC LETTERS

The colour of text and background:
WHITE

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Internally

Illuminance levels:
600 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Other type

Height:
2.8 metres

Width:
0.45 metres

Depth:
0.025 metres

What is the height from the ground to the base of the advertisement?:
0.1 metres

What is the maximum projection of the advertisement from the face of the building?:
0 metres

What is the maximum height of any of the individual letters and symbols?:
0 centimetres

What materials will the advertisement be made of?:
ELEVATION A - PRESENTER BOOTH - COLLECT SIGN - WHITE INTERNALLY ILLUMINATED ACRYLIC LETTERS

The colour of text and background:
WHITE

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Internally

Illuminance levels:
600 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Other type

Height:
1.22 metres

Width:
0.45 metres

Depth:
0.025 metres

What is the height from the ground to the base of the advertisement?:
0.89 metres

What is the maximum projection of the advertisement from the face of the building?:
0 metres

What is the maximum height of any of the individual letters and symbols?:
0 centimetres

What materials will the advertisement be made of?:
ELEVATION A - CASH BOOTH - PAY SIGN - WHITE INTERNALLY ILLUMINATED ACRYLIC LETTERS

The colour of text and background:
WHITE

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Internally

Illuminance levels:
600 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Other type

Height:
0.254 metres

Width:
0.327 metres

Depth:
0.09 metres

What is the height from the ground to the base of the advertisement?:
0.955 metres

What is the maximum projection of the advertisement from the face of the building?:
0 metres

What is the maximum height of any of the individual letters and symbols?:
0 centimetres

What materials will the advertisement be made of?:
ELEVATION A - DIGITAL RE-CONNECT BOOTH SCREEN - GREY PPC ALUMINIUM PANEL HOUSING 15" LCD DISPLAY SCREEN.

The colour of text and background:
GREY

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Internally

Illuminance levels:
600 cd/m^2

Will the illumination be static or intermittent?:
Static

Please describe each of the 'Other type(s)' of advertising proposed

PLEASE SEE ATTACHED SPECIFICATIONS.

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

Advertisement(s) Period

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

From Date

28/06/2022

To Date

28/06/2032

Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

◯ Yes
⊘ No

Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

- [x] Yes
- [ ] No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

- [x] The agent
- [ ] The applicant
- [ ] Other person

Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

- [ ] Yes
- [x] No

Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

- [ ] Yes
- [x] 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?

- [x] Yes
- [ ] No

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.

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?

- [ ] Yes
- [x] No

Declaration

I / We hereby apply for Consent to display an advertisement as described in this form and 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 options of the persons giving them. I / We also accept that: Once submitted, this information will be transmitted to the Local Planning Authority and, once validated by them, be made available as part of a public register and on the authority's website; our system will automatically generate and send you emails in regard to the submission of this application.

☑ I / We agree to the outlined declaration

Signed

Sarah Carpenter

Date

28/06/2022