



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	Serendipity, Kennels
Address Line 1	Leek Road
Address Line 2	Moorville
Address Line 3	Staffordshire
Town/city	Cellarhead
Postcode	ST9 0DG

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

Easting (x)	Northing (y)
395327	346489

Description

Applicant Details

Name/Company

Title

Miss

First name

Emma

Surname

Corden

Company Name

Animal Lifeline

Address

Address line 1

Serendipity Kennels

Address line 2

Leek Road

Address line 3

Town/City

Cellarhead

County

Staffordshire

Country

United Kingdom

Postcode

ST9 0DG

Are you an agent acting on behalf of the applicant?

☐ Yes

☒ No

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

The proposed advertisement would be a clear sign, directing road users to our charity. Quite often, people miss the entrance to the rescue as there is no adequate signage. The sign would allow people to clearly see where the kennels are located.

It will be two 1m x 1m signs in the shape of a 'V' so it can be seen by oncoming traffic from both sides of the road. It will also be placed on wooden frame/posts as it can be removable.

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

Advertisement Type:

Other type

Height:

1.89 metres

Width:

1.43 metres

Depth:

0.84 metres

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

0.88 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?:

7.5 centimetres

What materials will the advertisement be made of?:

The frame and posts are made of wood and the signs themselves are made from Foamex.

The colour of text and background:

Deep blue background and white text with a white Animal Lifeline logo

Will the advertisement be illuminated?:

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

Advert is not attached to the building so we cannot get a measurement for projection.

Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

- ☒ Yes
☐ No

If Yes, please provide details

Advertisement described is already in place. It is removeable so can be taken down if needed.

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 above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s)

N/A

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

25/06/2024

To Date

25/06/2030

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?

- ☒ 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

Pre-application Advice

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

- ☐ Yes
☒ No

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

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
☒ No

Declaration

I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, 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.

I/We also accept that, in accordance with the Planning Portal's terms and conditions:

- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published 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

Emma C

Date

08/07/2024

Amendments Summary

Change made as requested.