



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; Consent to Display an Advertisement(s)

Town and Country Planning Act 1990 (as amended); 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

26

Suffix

Property Name

Address Line 1

High Street

Address Line 2

Address Line 3

Staffordshire

Town/city

Cheadle

Postcode

ST10 1AF

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

Easting (x)

400865

Northing (y)

343396

Description

Applicant Details

Name/Company

Title

First name

Surname

Company Name

Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

Are you an agent acting on behalf of the applicant?

☒ Yes

☐ No

Contact Details

Primary number

Secondary number

Fax number

Email address

Agent Details

Name/Company

Title

First name

Surname

Company Name

Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Site Area

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

116.00

Unit

Sq. metres

Description of the Proposal

Please note in regard to:

- **Fire Statements** - From 1 August 2021, planning applications for buildings of over 18 metres (or 7 stories) tall containing more than one dwelling will require a 'Fire Statement' for the application to be considered valid. There are some exemptions. [View government planning guidance on fire statements](#) or [access the fire statement template and guidance](#).
- **Permission In Principle** - 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.
- **Public Service Infrastructure** - From 1 August 2021, applications for certain public service infrastructure developments will be eligible for faster determination timeframes. See help for further details or [view government planning guidance on determination periods](#).

Description

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

Proposed new Advertisement and Signage along High Street.

Has the work or change of use already started?

☐ Yes

☒ No

Existing Use

Please describe the current use of the site

The site is currently vacant

Is the site currently vacant?

- ☒ Yes
☐ No

If Yes, please describe the last use of the site

The subject property comprises two terrace retail units that have been amalgamated to form a singular retail unit.

When did this use end (if known)?

dd/mm/yyyy

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

Materials

Does the proposed development require any materials to be used externally?

- ☒ Yes
☐ No

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

Type:

Lighting

Existing materials and finishes:

Existing Materials not applicable

Proposed materials and finishes:

Externally Illuminated - Trough light situated over Banking Hub logo

Are you supplying additional information on submitted plans, drawings or a design and access statement?

- ☐ Yes
☒ No

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

Vehicle Parking

Does the site have any existing vehicle/cycle parking spaces or will the proposed development add/remove any parking spaces?

- ☐ Yes
☒ No

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 the local planning authority. If a tree survey is required, this and the accompanying plan should be submitted alongside the application. The 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'.

Assessment of Flood Risk

Is the site within an area at risk of flooding? (Check the location on the Government's [Flood map for planning](#). You should also refer to national [standing advice](#) and your local planning authority requirements for information as necessary.)

- ☒ Yes
☐ No

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

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

Supporting information requirements

Where a development proposal is likely to affect features of biodiversity or geological conservation interest, you will need to submit, with the application, sufficient information and assessments to allow the local planning authority to determine the proposal.

Failure to submit all information required will result in your application being deemed invalid. It will not be considered valid until all information required by the local planning authority has been submitted.

Your local planning authority will be able to advise on the content of any assessments that may be required.

Biodiversity net gain

Biodiversity net gain is a legal requirement for planning permission introduced on 12 February 2024. All applications are required to either provide detailed information proving there will be a biodiversity increase; or explain why they are exempt from doing so.

[Find out more about biodiversity net gain, and access digital tools from our partners that can help determine if you are exempt, or produce the biodiversity metric information required.](#)

Do you believe that, if the development is granted permission, the general Biodiversity Gain Condition (as set out in Paragraph 13 of Schedule 7A of the Town and Country Planning Act 1990 (as amended)) would apply?

- ☐ Yes
☒ No

Please add all the exemptions or transitional arrangements that apply and provide a reason why

Exemption:

Development subject to the de minimis exemption (development below the threshold)

Reason for selecting exemption:

Internal fit out

Note: Please read the help text for further information on the exemptions available and when they apply

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

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

Trade Effluent

Does the proposal involve the need to dispose of trade effluents or trade waste?

- ☐ Yes
☒ No

Residential/Dwelling Units

Does your proposal include the gain, loss or change of use of residential units?

- ☐ Yes
☒ No

All Types of Development: Non-Residential Floorspace

Does your proposal involve the loss, gain or change of use of non-residential floorspace?
Note that 'non-residential' in this context covers all uses except Use Class C3 Dwellinghouses.

- ☐ Yes
☒ No

Employment

Are there any existing employees on the site or will the proposed development increase or decrease the number of employees?

- ☒ Yes
☐ No

Existing Employees

Please complete the following information regarding existing employees:

Full-time

0

Part-time

0

Total full-time equivalent

0.00

Proposed Employees

If known, please complete the following information regarding proposed employees:

Full-time

3

Part-time

Total full-time equivalent

Hours of Opening

Are Hours of Opening relevant to this proposal?

- ☒ Yes
- ☐ No

Please add details of the of the Use Classes and hours of opening for each non-residential use proposed.

If you do not know the hours of opening, select the Use Class and tick 'Unknown'

Use Class: E(c)(i) - Financial services Unknown: No Monday to Friday: Start Time: 09:00 End Time: 17:00 Saturday: Start Time: End Time: Sunday / Bank Holiday: Start Time: End Time:

Industrial or Commercial Processes and Machinery

Does this proposal involve the carrying out of industrial or commercial activities and processes?

- ☐ Yes
- ☒ No

Is the proposal for a waste management development?

- ☐ Yes
- ☒ No

Hazardous Substances

Does the proposal involve the use or storage of Hazardous Substances?

- ☐ Yes
- ☒ No

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Installation of Banking Hubs signage including an illuminated heritage brand fascia and an illuminated heritage projecting sign. Displayed in the ground floor windows will be a suspended Directory of Services and four marketing posters. An A4 opening hours sign, and A5 CCTV sign will be positioned in the centre of the main entrance door.

Advertisement Type:

Fascia Sign

Height:

0.7 metres

Width:

4.9 metres

Depth:

0.05 metres

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

2.6 metres

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

0.05 metres

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

35 centimetres

What materials will the advertisement be made of?:

5mm acrylic letters and Banking Hub logo applied to existing fascia board

The colour of text and background:

White text on existing fascia board

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Projecting or Hanging Sign

Height:

0.4 metres

Width:

0.6 metres

Depth:

0.06 metres

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

2.7 metres

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

0.8 metres

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

10 centimetres

What materials will the advertisement be made of?:

Flat aluminium panel painted Black Grey, RAL 7021, held by Heritage Bracket.

The colour of text and background:

White vinyl text on Black Grey, RAL 7021 background

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

0.9 metres

Width:

0.6 metres

Depth:

0.03 metres

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

1 metres

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

0.03 metres

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

2 centimetres

What materials will the advertisement be made of?:

Flat aluminium panel painted Black Grey, RAL 7021, featuring changeable graphics

The colour of text and background:

Flat aluminium panel painted Black Grey, RAL 7021, featuring changeable graphics

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.9 metres

Width:

0.6 metres

Depth:

0.03 metres

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

1 metres

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

0.03 metres

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

2 centimetres

What materials will the advertisement be made of?:

Flat aluminium panel painted Black Grey, RAL 7021, featuring changeable graphics

The colour of text and background:

Flat aluminium panel painted Black Grey, RAL 7021, featuring changeable graphics

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.9 metres

Width:

0.6 metres

Depth:

0.03 metres

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

1 metres

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

0.03 metres

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

2 centimetres

What materials will the advertisement be made of?:

Flat aluminium panel painted Black Grey, RAL 7021, featuring changeable graphics

The colour of text and background:

Flat aluminium panel painted Black Grey, RAL 7021, featuring changeable graphics

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.9 metres

Width:

0.6 metres

Depth:

0.03 metres

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

1 metres

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

0.03 metres

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

2 centimetres

What materials will the advertisement be made of?:

Flat aluminium panel painted Black Grey, RAL 7021, featuring changeable graphics

The colour of text and background:

Flat aluminium panel painted Black Grey, RAL 7021, featuring changeable graphics

Will the advertisement be illuminated?:

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

Suspended Directory of Services, Illuminated Marketing, Opening Hour Sign and CCTV Sign

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

16/07/2024

To Date

16/07/2034

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

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

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

Ownership Certificates and Agricultural Land Declaration

Certificates under Article 14 - Town and Country Planning (Development Management Procedure) (England) Order 2015 (as amended)

Please answer the following questions to determine which Certificate of Ownership you need to complete: A, B, C or D.

Is the applicant the sole owner of all the land to which this application relates; and has the applicant been the sole owner for more than 21 days?

- ☐ Yes
☒ No

Can you give appropriate notice to all the other owners/agricultural tenants? (Select 'Yes' if there are no other owners/agricultural tenants)

- ☒ Yes
☐ No

Certificate Of Ownership - Certificate B

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; or
☐ The applicant is the sole owner of all the land or buildings to which this application relates and there are no other owners* and/or agricultural tenants**.

* "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

Name of Owner/Agricultural Tenant:

***** REDACTED *****

House name:

Number:

36

Suffix:

Address line 1:

Grange Road

Address Line 2:

Elstree, Herts

Town/City:

Postcode:

WD6 3LY

Date notice served (DD/MM/YYYY):

13/06/2024

Person Family Name:

Person Role

- ☐ The Applicant
☒ The Agent

Title

First Name

Surname

Declaration Date

☒ Declaration made

Declaration

I/We hereby apply for Full planning & display of advertisements 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

Date