

Application for consent to display an advertisement(s).
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. Applicant Name, Address and Contact Details

Title:	Mrs	First name:		Surname:	
Company name	MCDONALD'S RESTAURANTS LTD				
Street address:	11 - 59 HIGH ROAD			Country Code	National Number
				Telephone number:	Extension Number
Town/City	EAST FINCHLEY			Mobile number:	
County:	LONDON			Fax number:	
Country:	United Kingdom			Email address:	
Postcode:	N2 8AW				
Are you an agent acting on behalf of the applicant? ☒ Yes ☐ No					

2. Agent Name, Address and Contact Details

Title:	Miss	First Name:	Donna	Surname:	Smith
Company name:	Planware Ltd				
Street address:	THE GRANARY			Country Code	National Number
	37 WALNUT TREE LANE			Telephone number:	Extension Number
Town/City	SUDBURY			Mobile number:	
County:	SUFFOLK			Fax number:	
Country:	United Kingdom			Email address:	
Postcode:	CO101BD			Donna.smith@planware.co.uk	

3. Site Address Details

Full postal address of the site (including full postcode where available)

House:		Suffix:	
House name:	Plot B		
Street address:	Former BAE Systems Park		
	Elettra Avenue		
Town/City:	Waterlooville		
County:	Hampshire		
Postcode:	PO7 7XS		

Description of location or a grid reference
(must be completed if postcode is not known):

Easting:	467334
Northing:	109851

Description:

4. Pre-application Advice

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

☐ Yes ☒ No

5. Neighbour and Community Consultation

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

☐ Yes ☒ No

6. Authority Employee/Member

With respect to the Authority, I am:

- (a) a member of staff
- (b) an elected member
- (c) related to a member of staff
- (d) related to an elected member

Do any of these statements apply to you?

☐ Yes ☒ No

7. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s):

VARIOUS SITE SIGNAGE INCLUDING 1NO. GATEWAY, 9NO. FREESTANDING, 1NO. SIDE BY SIDE DIRECTIONAL, 2NO. BANNER UNITS, 10NO. DOT SIGNS

How many of the following type of advertisements are you applying for?

Fascia sign(s) Projecting or hanging sign(s) Hoarding(s) Other

Please describe:

SEE DETAILS OF GATEWAY, TOTEM 3 PRE SALE BOARD, HERO BOARD, TOTEM 4 2 BAY, DIRECTIONAL SIGNS, SIDE BY SIDE DIRECTIONAL, GIVE WAY, BANNER AND DOT SIGNS

8. 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

9. Advertisement(s) Period

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

From: To:

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 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

0.000

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.000

m

What are the dimensions of the proposed advertisement?

Height:

3.200

 x Width:

4.250

 x Depth:

0.200

 metres

What materials will the sign be made of?

GATEWAY - PPC ALUMINIUM GATEWAY SIGN IN RAL 6015 AND TIMBER EFFECT, WITH INTERNALLY ILLUMINATED 'DRIVE THRU'&'OPEN 24 HOURS' TO FRONT ELEVATION

What is the maximum height of any of the individual letters and symbols (in centimetres)?

0.000

cm

The colour of text and background:

KHAKI GREEN, TIMBER, YELLOW AND WHITE

Will the sign be illuminated?

☒

 Yes

☐

 No

Will the sign be illuminated internally or externally?

☒

 Internally

☐

 Externally

Illuminance Levels:

600.000

 cd/m

Will the illumination be static or intermittent?

☒

 Static

☐

 Intermittent

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

0.000

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.000

m

What are the dimensions of the proposed advertisement?

Height:

2.400

 x Width:

0.800

 x Depth:

0.150

 metres

What materials will the sign be made of?

TOTEM 3 - PRE SALE BOARD - KHAKI GREEN PPC ALU PANELS WITH OPTIONS FOR 1NO/2NO AND 3 NO INTERNALLY ILLUMINATED pos SIGNS. SIGNS TO BE SINGLE SIDED AND NON ROTATING

What is the maximum height of any of the individual letters and symbols (in centimetres)?

0.000

cm

The colour of text and background:

KHAKI & GREY

Will the sign be illuminated?

☒

 Yes

☐

 No

Will the sign be illuminated internally or externally?

☒

 Internally

☐

 Externally

Illuminance Levels:

600.000

 cd/m

Will the illumination be static or intermittent?

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 Static

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 Intermittent

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m

What are the dimensions of the proposed advertisement?

Height:

2.400

 x Width:

0.800

 x Depth:

0.150

 metres

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What is the maximum height of any of the individual letters and symbols (in centimetres)?

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cm

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0.800

 x Depth:

0.150

 metres

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 Externally

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m

What is the maximum projection of the advertisement from face of building (in metres)?

0.000

m

What are the dimensions of the proposed advertisement?

Height:

2.400

 x Width:

0.800

 x Depth:

0.150

 metres

What materials will the sign be made of?

TOTEM 3 - PRE SALE BOARD - KHAKI GREEN PPC ALU PANELS WITH OPTIONS FOR 1NO/2NO AND 3 NO INTERNALLY ILLUMINATED pos SIGNS. SIGNS TO BE SINGLE SIDED AND NON ROTATING

What is the maximum height of any of the individual letters and symbols (in centimetres)?

0.000

cm

The colour of text and background:

KHAKI GREEN AND GREY

Will the sign be illuminated?

☒

 Yes

☐

 No

Will the sign be illuminated internally or externally?

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 Internally

☐

 Externally

Illuminance Levels:

600.000

 cd/m

Will the illumination be static or intermittent?

☒

 Static

☐

 Intermittent

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

0.000

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.000

m

What are the dimensions of the proposed advertisement?

Height:

2.510

 x Width:

1.930

 x Depth:

0.220

 metres

What materials will the sign be made of?

TOTEM 4 - ROTATING TWO BAY UNIT. TIMBER EFFECT ALUMINIUM PANELS WITH INTERNALLY ILLUMINATED TWIN ROTATING POS SIGN

What is the maximum height of any of the individual letters and symbols (in centimetres)?

0.000

cm

The colour of text and background:

TIMBER EFFECT ALUMINIUM

Will the sign be illuminated?

☒

 Yes

☐

 No

Will the sign be illuminated internally or externally?

☒

 Internally

☐

 Externally

Illuminance Levels:

600.000

 cd/m

Will the illumination be static or intermittent?

☒

 Static

☐

 Intermittent

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

0.000

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.000

m

What are the dimensions of the proposed advertisement?

Height:

2.510

 x Width:

1.930

 x Depth:

0.220

 metres

What materials will the sign be made of?

TOTEM 4 - ROTATING TWO BAY UNIT. TIMBER EFFECT ALUMINIUM PANELS WITH INTERNALLY ILLUMINATED TWIN ROTATING POS SIGN

What is the maximum height of any of the individual letters and symbols (in centimetres)?

0.000

cm

The colour of text and background:

TIMBER EFFECT ALUMINIUM

Will the sign be illuminated?

☒

 Yes

☐

 No

Will the sign be illuminated internally or externally?

☒

 Internally

☐

 Externally

Illuminance Levels:

600.000

 cd/m

Will the illumination be static or intermittent?

☒

 Static

☐

 Intermittent

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

0.000

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.000

m

What are the dimensions of the proposed advertisement?

Height:

2.640

 x Width:

1.700

 x Depth:

0.150

 metres

What materials will the sign be made of?

HERO BOARD - TIMBER EFFECT ALUMINIUM PANEL WITH ROTATING/INTERNALLY ILLUMINATED DISPLAY PANEL

What is the maximum height of any of the individual letters and symbols (in centimetres)?

0.000

cm

The colour of text and background:

TIMBER, KHAKI & GREY

Will the sign be illuminated?

☒

 Yes

☐

 No

Will the sign be illuminated internally or externally?

☒

 Internally

☐

 Externally

Illuminance Levels:

600.000

 cd/m

Will the illumination be static or intermittent?

☒

 Static

☐

 Intermittent

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

1.000

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.000

m

What are the dimensions of the proposed advertisement?

Height:

0.450

 x Width:

1.300

 x Depth:

0.050

 metres

What materials will the sign be made of?

SIDE BY SIDE - ANY LANE SIGN - KHAKI GREEN AND WHITE PPC ALUMINIUM DIRECTIONAL PANELS ON A STEEL POLE

What is the maximum height of any of the individual letters and symbols (in centimetres)?

0.000

cm

The colour of text and background:

KHAKI GREEN AND WHITE

Will the sign be illuminated?

☐

 Yes

☒

 No

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

0.000

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.000

m

What are the dimensions of the proposed advertisement?

Height:

2.100

 x Width:

0.600

 x Depth:

0.120

 metres

What materials will the sign be made of?

DIRECTIONAL SIGN - KHAKI GREEN PPC ALUMINIUM PANELS WITH INTERNALLY ILLUMINATED DIRECTIONAL WELCOME SIGN

What is the maximum height of any of the individual letters and symbols (in centimetres)?

0.000

cm

The colour of text and background:

KHAKI GREEN WHITE AND GREY

Will the sign be illuminated?

☒

 Yes

☐

 No

Will the sign be illuminated internally or externally?

☒

 Internally

☐

 Externally

Illuminance Levels:

600.000

 cd/m

Will the illumination be static or intermittent?

☒

 Static

☐

 Intermittent

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

0.000

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.000

m

What are the dimensions of the proposed advertisement?

Height:

2.100

 x Width:

0.600

 x Depth:

0.120

 metres

What materials will the sign be made of?

DIRECTIONAL SIGN - KHAKI GREEN PPC ALUMINIUM PANELS WITH INTERNALLY ILLUMINATED DIRECTIONAL SEE YOU SOON SIGN

What is the maximum height of any of the individual letters and symbols (in centimetres)?

0.000

cm

The colour of text and background:

KHAKI GREEN WHITE AND GREY

Will the sign be illuminated?

☒

 Yes

☐

 No

Will the sign be illuminated internally or externally?

☒

 Internally

☐

 Externally

Illuminance Levels:

600.000

 cd/m

Will the illumination be static or intermittent?

☒

 Static

☐

 Intermittent

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

0.900

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.000

m

What are the dimensions of the proposed advertisement?

Height:

1.160

 x Width:

4.820

 x Depth:

0.150

 metres

What materials will the sign be made of?

BANNER UNIT - POWDER COATED KHAKI GREEN BASE WITH PERFORATED METAL "MCDONALD'S" BANNER SIGN.

What is the maximum height of any of the individual letters and symbols (in centimetres)?

0.000

cm

The colour of text and background:

KHAKI GREEN WITH "MCDRIVE" ON BASE UNIT, VARIOUS COLOUR BANNERS TO BE ATTACHED

Will the sign be illuminated?

☐

 Yes

☒

 No

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

0.900

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.000

m

What are the dimensions of the proposed advertisement?

Height:

1.160

 x Width:

4.820

 x Depth:

0.150

 metres

What materials will the sign be made of?

BANNER UNIT - POWDER COATED KHAKI GREEN BASE WITH PERFORATED METAL "MCDONALD'S" BANNER SIGN.

What is the maximum height of any of the individual letters and symbols (in centimetres)?

0.000

cm

The colour of text and background:

KHAKI GREEN WITH "MCDRIVE" ON BASE UNIT, VARIOUS COLOUR BANNERS TO BE ATTACHED

Will the sign be illuminated?

☐

 Yes

☒

 No

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

0.500

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.000

m

What are the dimensions of the proposed advertisement?

Height:

0.700

 x Width:

0.280

 x Depth:

0.003

 metres

What materials will the sign be made of?

SIGN 14A - ACCESSIBLE PARKING - ALUMINIUM PANELS ON PLASTIC COATED STEEL POST

What is the maximum height of any of the individual letters and symbols (in centimetres)?

0.000

cm

The colour of text and background:

WHITE WITH BLACK TEXT AND YELLOW GOLDEN ARCH

Will the sign be illuminated?

☐

 Yes

☒

 No

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

0.500

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.000

m

What are the dimensions of the proposed advertisement?

Height:

0.700

 x Width:

0.280

 x Depth:

0.003

 metres

What materials will the sign be made of?

SIGN 14A - ACCESSIBLE PARKING - ALUMINIUM PANELS ON PLASTIC COATED STEEL POST

What is the maximum height of any of the individual letters and symbols (in centimetres)?

0.000

cm

The colour of text and background:

WHITE WITH BLACK TEXT AND YELLOW GOLDEN ARCH

Will the sign be illuminated?

☐

 Yes

☒

 No

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

0.500

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.000

m

What are the dimensions of the proposed advertisement?

Height:

0.700

 x Width:

0.280

 x Depth:

0.003

 metres

What materials will the sign be made of?

SIGN 14B - PARKED ORDER BAY 1 - ALUMINIUM PANELS ON PLASTIC COATED STEEL POST

What is the maximum height of any of the individual letters and symbols (in centimetres)?

0.000

cm

The colour of text and background:

WHITE WITH BLACK TEXT AND YELLOW GOLDEN ARCH

Will the sign be illuminated?

☐

 Yes

☒

 No

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

0.500

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.000

m

What are the dimensions of the proposed advertisement?

Height:

0.700

 x Width:

0.280

 x Depth:

0.003

 metres

What materials will the sign be made of?

SIGN 14C - PARKED ORDER BAY 2 - ALUMINIUM PANELS ON PLASTIC COATED STEEL POST

What is the maximum height of any of the individual letters and symbols (in centimetres)?

0.000

cm

The colour of text and background:

WHITE WITH BLACK TEXT AND YELLOW GOLDEN ARCH

Will the sign be illuminated?

☐

 Yes

☒

 No

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

1.000

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.000

m

What are the dimensions of the proposed advertisement?

Height:

0.360

 x Width:

0.412

 x Depth:

0.002

 metres

What materials will the sign be made of?

SIGN 25D PEDESTRIAN CROSSING- SIGN HEAD ON METAL POST FITTED VIA MASS CONCRETE FOUNDATION

What is the maximum height of any of the individual letters and symbols (in centimetres)?

0.000

cm

The colour of text and background:

WHITE WITH BLACK AND RED

Will the sign be illuminated?

☐

 Yes

☒

 No

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

1.000

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.000

m

What are the dimensions of the proposed advertisement?

Height:

0.450

 x Width:

0.450

 x Depth:

0.002

 metres

What materials will the sign be made of?

SIGN 25A - NO ENTRY - ALUMINIUM PANELS ON PLASTIC COATED STEEL POSTS

What is the maximum height of any of the individual letters and symbols (in centimetres)?

0.000

cm

The colour of text and background:

RED & WHITE

Will the sign be illuminated?

☐

 Yes

☒

 No

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

1.000

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.000

m

What are the dimensions of the proposed advertisement?

Height:

0.450

 x Width:

0.450

 x Depth:

0.002

 metres

What materials will the sign be made of?

SPEED LIMIT 10MPH - ALUMINIUM PANELS ON PLASTIC COATED STEEL POSTS

What is the maximum height of any of the individual letters and symbols (in centimetres)?

0.000

cm

The colour of text and background:

RED AND WHITE WITH BLACK LETTERS

Will the sign be illuminated?

☐

 Yes

☒

 No

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

1.000

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.000

m

What are the dimensions of the proposed advertisement?

Height:

0.300

 x Width:

0.450

 x Depth:

0.005

 metres

What materials will the sign be made of?

CAUTION LOOK RIGHT SIGN HEAD ON METAL POST FITTED VIA MASS CONCRETE FOUNDATION

What is the maximum height of any of the individual letters and symbols (in centimetres)?

0.000

cm

The colour of text and background:

BLACK TEXT ON GREY BACKGROUND

Will the sign be illuminated?

☐

 Yes

☒

 No

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

1.000

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.000

m

What are the dimensions of the proposed advertisement?

Height:

0.300

 x Width:

0.450

 x Depth:

0.005

 metres

What materials will the sign be made of?

CAUTION LOOK LEFT SIGN HEAD ON METAL POST FITTED VIA MASS CONCRETE FOUNDATION

What is the maximum height of any of the individual letters and symbols (in centimetres)?

0.000

cm

The colour of text and background:

BLACK TEXT ON GREY BACKGROUND

Will the sign be illuminated?

☐

 Yes

☒

 No

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

1.000

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.000

m

What are the dimensions of the proposed advertisement?

Height:

0.360

 x Width:

0.412

 x Depth:

0.002

 metres

What materials will the sign be made of?

DOT SIGN GIVE WAY SIGN HEAD ON METAL POST VIA MASS CONCRETE FOUNDATION.

What is the maximum height of any of the individual letters and symbols (in centimetres)?

0.000

cm

The colour of text and background:

RED, WHITE AND BLACK

Will the sign be illuminated?

☐

 Yes

☒

 No

12. 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? (Please select only one)

☒

 The agent

☐

 The applicant

☐

 Other person

13. 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

03/09/2015