Havant BOROUGH COUNCIL

Civic Offices
Havant
Hampshire PO9 2AX
T 023 9244 6015
F 023 9248 0263

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: | First name: | Surname:

Company name: MCDONALD'S RESTAURANT LTD

Street address: 11-59 HIGH ROAD
EAST FINCHLEY

Town/City: LONDON
County:
Country: UK
Postcode: N2 8AW

	Country Code	National Number	Extension Number
Telephone number:			
Mobile number:			
Fax number:			

Email address:

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

2. Agent Name, Address and Contact Details

Title: Mr | First Name: MATTHEW | Surname: CARPENTER

Company name: PLANWARE LTD.

Street address: THE GRANARY
FIRST FLOOR
37 WALNUT TREE LANE

Town/City: SUDBURY
County: SUFFOLK
Country: UK
Postcode: CO10 1BD

	Country Code	National Number	Extension Number
Telephone number:	01787	468500	
Mobile number:			
Fax number:			

Email address: katie@planware.co.uk

3. Site Address Details

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

House: | Suffix:

House name: LAND AT ASDA STORES LTD.

Street address: PURBROOK WAY

Town/City: HAVANT

County: HAMPSHIRE

Postcode: PO9 3QW

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

Easting: 469419

Northing: 107511

Description:

LAND TO EAST OF ASDA INTERNAL ROUNDABOUT, PURBROOK WAY

4. 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:

Title: Mrs First name: HEATHER Surname: LEALAN

Reference:

Date (DD/MM/YYYY): 23/11/2010 (Must be pre-application submission)

Details of the pre-application advice received:

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):

7NO. FASCIA SIGNS

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

Fascia sign(s) 7 Projecting or hanging sign(s) 0 Hoarding(s) 0 Other 0

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: 03/05/2011 To: 03/05/2050

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 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)? 2.7 m

What is the maximum projection of the advertisement from face of building (in metres)? N/A m

What are the dimensions of the proposed advertisement? Height: 2.834 x Width: 3.820 x Depth: 0.1 metres

What materials will the sign be made of?

WHITE ALUMINIUM BACKING BOARD WITH KHAKI GREEN "DRIVE" TEXT AND A KHAKI GREEN INSERT WITH INTERNALLY ILLUMINATED YELLOW "GOLDEN ARCH"

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

The colour of text and background:

WHITE, KHAKI GREEN AND YELLOW

Will the sign be illuminated? ◉ Yes ○ No

Will the sign be illuminated internally or externally? ◉ Internally ○ Externally

Illuminance Levels: 600 cd/m

Will the illumination be static or intermittent? ◉ Static ○ Intermittent

11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)? 2.7 m

What is the maximum projection of the advertisement from face of building (in metres)? N/A m

What are the dimensions of the proposed advertisement? Height: 2.834 x Width: 2.74 x Depth: 0.1 metres

What materials will the sign be made of?

WHITE ALUMINIUM BACKING BOARD WITH KHAKI GREEN "DRIVE" TEXT AND A KHAKI GREEN INSERT WITH INTERNALLY ILLUMINATED YELLOW "GOLDEN ARCH"

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

The colour of text and background:

WHITE, KHAKI GREEN AND YELLOW

Will the sign be illuminated? ◉ Yes ○ No

Will the sign be illuminated internally or externally? ◉ Internally ○ Externally

Illuminance Levels: 600 cd/m

Will the illumination be static or intermittent? ◉ Static ○ Intermittent

11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)? 3.95 m

What is the maximum projection of the advertisement from face of building (in metres)? N/A m

What are the dimensions of the proposed advertisement? Height: 0.606 x Width: 5.45 x Depth: 0.1 metres

What materials will the sign be made of?

SIGN 5 - WHITE ACRYLIC "MCDONALD'S" TEXT ROOF MOUNTED SIGNAGE

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

The colour of text and background:

WHITE

Will the sign be illuminated? ◉ Yes ○ No

Will the sign be illuminated internally or externally? ◉ Internally ○ Externally

Illuminance Levels: 600 cd/m

Will the illumination be static or intermittent? ◉ Static ○ Intermittent

11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)? 3.98 m

What is the maximum projection of the advertisement from face of building (in metres)? N/A m

What are the dimensions of the proposed advertisement? Height: 0.606 x Width: 5.45 x Depth: 0.1 metres

What materials will the sign be made of?

SIGN 5 - WHITE ACRYLIC "MCDONALD'S" TEXT ROOF MOUNTED SIGNAGE

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

The colour of text and background:

WHITE

Will the sign be illuminated? (•) Yes ( ) No

Will the sign be illuminated internally or externally? (•) Internally ( ) Externally

Illuminance Levels: 600 cd/m

Will the illumination be static or intermittent? (•) Static ( ) Intermittent

11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)? 3.95 m

What is the maximum projection of the advertisement from face of building (in metres)? N/A m

What are the dimensions of the proposed advertisement? Height: 0.606 x Width: 5.45 x Depth: 0.1 metres

What materials will the sign be made of?

SIGN 5 - WHITE ACRYLIC "MCDONALD'S" TEXT ROOF MOUNTED SIGNAGE

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

The colour of text and background:

WHITE

Will the sign be illuminated? (•) Yes ( ) No

Will the sign be illuminated internally or externally? (•) Internally ( ) Externally

Illuminance Levels: 600 cd/m

Will the illumination be static or intermittent? (•) Static ( ) Intermittent

11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)? 3.96 m

What is the maximum projection of the advertisement from face of building (in metres)? N/A m

What are the dimensions of the proposed advertisement? Height: 0.606 x Width: 5.45 x Depth: 0.1 metres

What materials will the sign be made of?

SIGN 5 - WHITE ACRYLIC "MCDONALD'S" TEXT ROOF MOUNTED SIGNAGE

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

The colour of text and background:

WHITE

Will the sign be illuminated? (•) Yes ( ) No

Will the sign be illuminated internally or externally? (•) Internally ( ) Externally

Illuminance Levels: 600 cd/m

Will the illumination be static or intermittent? (•) Static ( ) Intermittent

11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)? 3.8 m

What is the maximum projection of the advertisement from face of building (in metres)? N/A m

What are the dimensions of the proposed advertisement? Height: 0.9 x Width: 1.077 x Depth: 0.1 metres

What materials will the sign be made of?

SIGN 19 - YELLOW ACRYLIC "GOLDEN ARCH" SYMBOL ROOF MOUNTED SIGNAGE

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

The colour of text and background:

YELLOW

Will the sign be illuminated? (•) Yes ( ) No

Will the sign be illuminated internally or externally? (•) Internally ( ) Externally

Illuminance Levels: 600 cd/m

Will the illumination be static or intermittent? (•) Static ( ) Intermittent

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. ☒

Date 11/07/2011