



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	Extension Number	
				Telephone number:			
				Mobile number:			
Town/City	EAST FINCHLEY			Fax number:			
County:	LONDON			Email address:			
Country:	United Kingdom						
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	Extension Number	
	37 WALNUT TREE LANE			Telephone number:	01787 468500		
				Mobile number:			
Town/City	SUDBURY			Fax number:			
County:	SUFFOLK			Email address:			
Country:	United Kingdom						
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):

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

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

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

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

4.990

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:

0.606

 x Width:

5.450

 x Depth:

0.100

 metres

What materials will the sign be made of?

SIGN 5 (WEST ELEVATION) - WHITE INTERNALLY ILLUMINATED ACRYLIC "MCDONALD'S" TEXT FASCIA SIGN

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

60.600

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:

600.000

 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)?

4.990

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:

0.606

 x Width:

5.450

 x Depth:

0.100

 metres

What materials will the sign be made of?

SIGN 5 (SOUTH ELEVATION) - WHITE INTERNALLY ILLUMINATED ACRYLIC "MCDONALD'S" TEXT FASCIA SIGN

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

60.600

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:

600.000

 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)?

3.815

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:

0.606

 x Width:

5.450

 x Depth:

0.100

 metres

What materials will the sign be made of?

SIGN 5 (EAST ELEVATION) - WHITE INTERNALLY ILLUMINATED ACRYLIC "MCDONALD'S" TEXT FASCIA SIGN

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

60.600

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:

600.000

 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)?

4.600

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:

1.200

 x Width:

1.372

 x Depth:

0.100

 metres

What materials will the sign be made of?

SIGN 6 (EAST ELEVATION) - YELLOW ACRYLIC 'GOLDEN ARCH' SYMBOL ROOF MOUNTED SIGNAGE

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

120.000

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:

600.000

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)?

4.430

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:

1.660

 x Width:

1.660

 x Depth:

0.080

 metres

What materials will the sign be made of?

SIGN 23A (SOUTH ELEVATION) - ALUMINIUM PANEL PRINTED MATT DARK GREEN WITH YELLOW ACRYLIC "GOLDEN ARCH" SYMBOL

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

108.900

cm

The colour of text and background:

YELLOW AND KHAKI GREEN

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

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

4.430

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:

1.380

 x Width:

1.380

 x Depth:

0.080

 metres

What materials will the sign be made of?

SIGN 23C (NORTH ELEVATION) - ARCH PANEL - ALUMINIUM PANEL PRINTED MATT DARK GREEN WITH YELLOW ACRYLIC "GOLDEN ARCH" SYMBOL

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

90.500

cm

The colour of text and background:

KHAKI GREEN AND YELLOW

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

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

4.430

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:

1.380

 x Width:

1.380

 x Depth:

0.080

 metres

What materials will the sign be made of?

SIGN 23C (NORTH ELEVATION)- ARCH PANEL - ALUMINIUM PANEL PRINTED MATT DARK GREEN WITH YELLOW ACRYLIC "GOLDEN ARCH" SYMBOL

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

90.500

cm

The colour of text and background:

KHAKI GREEN AND YELLOW

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

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