



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			Country Code	National Number	Extension Number
	EAST FINCHLEY			Telephone number:		
				Mobile number:		
Town/City	LONDON			Fax number:		
County:				Email address:		
Country:	UK					
Postcode:	N2 8AW					
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			Country Code	National Number	Extension Number
	FIRST FLOOR			Telephone number:	01787	468500
	37 WALNUT TREE LANE			Mobile number:		
Town/City	SUDBURY			Fax number:		
County:	SUFFOLK			Email address:	katie@planware.co.uk	
Country:	UK					
Postcode:	CO10 1BD					

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

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 TO CREATE SIDE BY SIDE ORDERING INCLUDING 1 NO. HEIGHT RESTRICTOR, 6 NO. FREESTANDING SIGNS, 3 NO. DIRECTIONALS AND 7 NO. DOT SIGNS.

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

Fascia sign(s)	0	Projecting or hanging sign(s)	0	Hoarding(s)	0	Other	18
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Please describe:

SEE DETAILS OF GATEWAY, TOTEM 3, HERO BOARD, TOTEM 4, DIRECTIONAL SIGN, ACCESSIBLE SIGN, GRILL BAY SIGN, DOT SIGNS AND ANY LANE DIRECTIONAL.

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:	26/07/2012	To:	26/07/2050
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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)?

N/A

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:

3.2

x

Width:

4.25

x

Depth:

0.2

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)?

N/A

cm

The colour of text and background:

KHAKI, TIMBER, YELLOW & 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 (d). Details of Proposed Advertisement(s) - Other Sign

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

N/A

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:

2.4

x

Width:

0.8

x

Depth:

0.15

metres

What materials will the sign be made of?

TOTEM 3 - KHAKI GREEN PPC ALUMINIUM PANELS WITH OPTIONS FOR 1NO./2NO. & 3NO. INTERNALLY ILLUMINATED POS SIGN. SIGNS TO BE SINGLE SIDES AND NON-ROTAT

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

N/A

cm

The colour of text and background:

KHAKI AND GREY

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

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

N/A

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:

2.4

x

Width:

0.8

x

Depth:

0.15

metres

What materials will the sign be made of?

TOTEM 3 - KHAKI GREEN PPC ALUMINIUM PANELS WITH OPTIONS FOR 1NO./2NO. & 3NO. INTERNALLY ILLUMINATED POS SIGN. SIGNS TO BE SINGLE SIDES AND NON-ROTAT

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

N/A

cm

The colour of text and background:

KHAKI AND GREY

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

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

N/A

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:

2.4

x

Width:

0.8

x

Depth:

0.15

metres

What materials will the sign be made of?

TOTEM 3 - KHAKI GREEN PPC ALUMINIUM PANELS WITH OPTIONS FOR 1NO./2NO. & 3NO. INTERNALLY ILLUMINATED POS SIGN. SIGNS TO BE SINGLE SIDES AND NON-ROTAT

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

N/A

cm

The colour of text and background:

KHAKI AND GREY

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

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

N/A

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:

2.64

x

Width:

1.7

x

Depth:

0.15

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)?

N/A

cm

The colour of text and background:

TIMBER, KHAKI AND GREY

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 (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 - TWO BAY TRIPLE. ROTATING TWO BAY TRIPLE UNIT. TIMBER EFFECT ALU PANELS WITH INTERNALLY ILLUMINATED TRIPLE 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 - TWO BAY TRIPLE. ROTATING TWO BAY TRIPLE UNIT. TIMBER EFFECT ALU PANELS WITH INTERNALLY ILLUMINATED TRIPLE 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:

2.100

 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 ARROW

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, WHITE & 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 GOODBYE ARROW

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:

2.450

 x Width:

1.300

 x Depth:

0.100

 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)?

0.500

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:

0.050

 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:

PPC ALUMINIUM

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:

0.050

 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:

PPC ALUMINIUM

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:

0.050

 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:

PPC ALUMINIUM

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:

0.050

 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:

PPC ALUMINIUM

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)?

0.580

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:

0.050

 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:

PPC ALUMINIUM

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:

0.005

 metres

What materials will the sign be made of?

PEDESTRIAN CROSSING - 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:

PPC ALUMINIUM RED, BLACK AND WHITE SIGN

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:

0.005

 metres

What materials will the sign be made of?

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:

PPC ALUMINIUM RED AND WHITE SIGN

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)?

m

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

m

What are the dimensions of the proposed advertisement?

Height:

x

Width:

x

Depth:

metres

What materials will the sign be made of?

GIVE WAY - ALUMINIUM PANELS ON PLASTIC COATED STEEL POSTS

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

cm

The colour of text and background:

PPC ALUMINIUM RED AND WHITE SIGN WITH BLACK TEXT

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.



Date