

Application for consent to display an advertisement(s).

Town and Country Planning (Control of Advertisements) (England) 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. Site Address

Number	<input type="text"/>
Suffix	<input type="text"/>
Property name	<input type="text" value="Unused Land (Grassed)"/>
Address line 1	<input type="text" value="Welton Road"/>
Address line 2	<input type="text"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="Bromborough"/>
Postcode	<input type="text" value="CH62 3PN"/>
Description of site location must be completed if postcode is not known:	
Easting (x)	<input type="text" value="334900"/>
Northing (y)	<input type="text" value="382775"/>
Description	<input type="text"/>

2. Applicant Details

Title	<input type="text"/>
First name	<input type="text" value="Burger King"/>
Surname	<input type="text" value="(BKUK LTD)"/>
Company name	<input type="text" value="UK"/>
Address line 1	<input type="text" value="Burger King UK"/>
Address line 2	<input type="text" value="2 Fouberts Place"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="London"/>

2. Applicant Details

Country	
Postcode	WF1 7PA
Are you an agent acting on behalf of the applicant?	
<input checked="" type="radio"/> Yes <input type="radio"/> No	
Primary number	
Secondary number	
Fax number	
Email address	

3. Agent Details

Title	Mr
First name	Jason
Surname	Willison
Company name	IVC Signs
Address line 1	Orchard Business Park, Units 2 And
Address line 2	Badsell Road
Address line 3	Five Oak Green
Town/city	Tonbridge
Country	
Postcode	TN12 6QU
Primary number	
Secondary number	
Fax number	
Email	

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Resubmission of new external signage	
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Please select the type(s) of advertising you are proposing:

☒ Fascia sign(s)
☒ Projecting or hanging sign(s)
☐ Hoarding(s)
☒ Other type(s)

Please add details of each proposed fascia sign

Fascia sign(s): 1	
What is the height from the ground to the base of the advertisement?	3 metre(s)

4. Type of Proposed Advertisement(s)

What is the maximum projection of the advertisement from face of building?	0.15 metre(s)
Dimension:	Height: 1.5 x Width: 1.38 x Depth: 0.15 metre(s)
What materials will the sign be made of? Sign 9a - BURGER KING BUN LOGO - aluminium, steel, foamex, vinyl, acrylic, LED apparatus	
What is the maximum height of any of the individual letters and symbols?	150 cm
The colour of text and background Brown, white, orange, red	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	325 cd/m2
Will the illumination be static or intermittent?	Static

Fascia sign(s): 2	
What is the height from the ground to the base of the advertisement?	3 metre(s)
What is the maximum projection of the advertisement from face of building?	0.15 metre(s)
Dimension:	Height: 1.5 x Width: 1.38 x Depth: 0.15 metre(s)
What materials will the sign be made of? Sign 9b - BURGER KING BUN LOGO - aluminium, steel, foamex, vinyl, acrylic, LED apparatus	
What is the maximum height of any of the individual letters and symbols?	150 cm
The colour of text and background Brown, white, orange, red	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	325 cd/m2
Will the illumination be static or intermittent?	Static

Fascia sign(s): 3	
What is the height from the ground to the base of the advertisement?	1 metre(s)
What is the maximum projection of the advertisement from face of building?	0.15 metre(s)
Dimension:	Height: 1.5 x Width: 1.38 x Depth: 0.15 metre(s)
What materials will the sign be made of? Sign 9c - BURGER KING BUN LOGO - aluminium, steel, foamex, vinyl, acrylic, LED apparatus	
What is the maximum height of any of the individual letters and symbols?	150 cm
The colour of text and background Brown, white, orange, red	

4. Type of Proposed Advertisement(s)

Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	325 cd/m2
Will the illumination be static or intermittent?	Static

Fascia sign(s): 4	
What is the height from the ground to the base of the advertisement?	1.5 metre(s)
What is the maximum projection of the advertisement from face of building?	0.1 metre(s)
Dimension:	Height: 0.93 x Width: 2.26 x Depth: 0.1 metre(s)
What materials will the sign be made of?	
Sign 10 - DRIVE THRU LETTERS - aluminium, steel, foamex, vinyl, acrylic, LED apparatus	
What is the maximum height of any of the individual letters and symbols?	93 cm
The colour of text and background	
Brown / white when illuminated	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	325 cd/m2
Will the illumination be static or intermittent?	Static

Fascia sign(s): 5	
What is the height from the ground to the base of the advertisement?	3 metre(s)
What is the maximum projection of the advertisement from face of building?	0.08 metre(s)
Dimension:	Height: 0.25 x Width: 4.6 x Depth: 0.08 metre(s)
What materials will the sign be made of?	
Sign 11 - 1-off set of FGS1954 letters: Aluminium, steel, vinyl, acrylic, LED apparatus	
What is the maximum height of any of the individual letters and symbols?	25 cm
The colour of text and background	
Grey/Silver	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	325 cd/m2
Will the illumination be static or intermittent?	Static

Fascia sign(s): 6	
What is the height from the ground to the base of the advertisement?	5.2 metre(s)

4. Type of Proposed Advertisement(s)

What is the maximum projection of the advertisement from face of building?	0.1 metre(s)
Dimension:	Height: 0.5 x Width: 4.2 x Depth: 0.1 metre(s)
What materials will the sign be made of? Signs 12a & 12b - 2no sets of 500mm BURGER KING letters: Aluminium, steel, vinyl, acrylic, LED apparatus	
What is the maximum height of any of the individual letters and symbols?	50 cm
The colour of text and background White & silver	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	325 cd/m2
Will the illumination be static or intermittent?	Static

Please add details of each proposed projecting or hanging sign

Projecting or hanging sign(s): 1	
What is the height from the ground to the base of the advertisement?	2 metre(s)
What is the maximum projection of the advertisement from face of building?	0.6 metre(s)
Dimension:	Height: 0.45 x Width: 0.6 x Depth: 0.1 metre(s)
What materials will the sign be made of? Signs 5 & 6 - Window Projecting Signs - aluminium, steel, vinyl, paint	
What is the maximum height of any of the individual letters and symbols?	20 cm
The colour of text and background Red, white	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Other type(s): Please add details of each proposed advertisement

Other type(s): 1	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 3.5 x Width: 2.43 x Depth: 0.3 metre(s)
What materials will the sign be made of? Sign 1 - Height Restrictor - Aluminium, steel, vinyl, acrylic, paint, LED apparatus	
What is the maximum height of any of the individual letters and symbols?	60 cm

4. Type of Proposed Advertisement(s)

The colour of text and background	
Brown, white, orange, red	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	325 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 2	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 2.08 x Width: 0.702 x Depth: 0.15 metre(s)
What materials will the sign be made of? Signs 2a & 2b - Pre-reader menu signs - Aluminium, steel, vinyl, acrylic, paint, LED apparatus	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background	
Brown, white, red	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	325 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 3	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 2.96 x Width: 1.82 x Depth: 2.18 metre(s)
What materials will the sign be made of? Sign 3 - Order Canopy Unit - Aluminium, steel, vinyl, acrylic, paint, LED apparatus	
What is the maximum height of any of the individual letters and symbols?	15 cm
The colour of text and background	
Brown, white , red	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	325 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 4	
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4. Type of Proposed Advertisement(s)

What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 2.08 x Width: 2 x Depth: 0.15 metre(s)
What materials will the sign be made of? Sign 4 - Triple menu signs - Aluminium, steel, vinyl, acrylic, paint, LED apparatus	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background Brown, white, red	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	325 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 5	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 1 x Width: 0.67 x Depth: 0.089 metre(s)
What materials will the sign be made of? Sign 7 - Directional totem - Aluminium, steel, vinyl, acrylic, paint, LED apparatus	
What is the maximum height of any of the individual letters and symbols?	15 cm
The colour of text and background Black, white	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	325 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 6	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 8 x Width: 1.655 x Depth: 0.5 metre(s)
What materials will the sign be made of? Sign 13 - Pylon Sign - Aluminium, steel, vinyl, acrylic, paint, LED apparatus	
What is the maximum height of any of the individual letters and symbols?	180 cm
The colour of text and background Brown, white, orange, red	
Will the sign be illuminated?	Yes

4. Type of Proposed Advertisement(s)

Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	325 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 7	
What is the height from the ground to the base of the advertisement?	0.2 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.4 x Width: 0.3 x Depth: 0.003 metre(s)
What materials will the sign be made of? Sign 15 - 3no flat panels fitted to bollards - aluminium. paint, vinyl, steel	
What is the maximum height of any of the individual letters and symbols?	10 cm
The colour of text and background Black, white	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Other type(s): 8	
What is the height from the ground to the base of the advertisement?	5 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.32 x Width: 1.17 x Depth: 0.003 metre(s)
What materials will the sign be made of? Sign 16 - 3no totem panel signs - vinyl, paint, aluminium composite	
What is the maximum height of any of the individual letters and symbols?	20 cm
The colour of text and background red, white	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

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

Drive-thru signage (floor-mounted)

5. Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place? ☐ Yes ☒ No

5. Location of Advertisement(s)

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

6. Advertisement(s) Period

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

From

01/11/2021

To

01/11/2026

7. Neighbour and Community Consultation

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

☐ Yes ☒ No

8. 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

9. Pre-application Advice

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

☐ Yes ☒ No

10. Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

☒ Yes ☐ No

11. 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.

☐ Yes ☒ No

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?

12. 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 (cannot be pre-application)

01/12/2021