

**Planning Control**

Development & Regeneration  
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## Application for Consent to Display an Advertisement(s)

Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

### 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.

## Site Location

**Disclaimer:** We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number

Suffix

Property Name

Address Line 1

Address Line 2

Address Line 3

Town/city

Postcode

Description of site location must be completed if postcode is not known:

Easting (x)

Northing (y)

Description

## Applicant Details

### Name/Company

Title

Mr

First name

Gulzameer

Surname

Khan

Company Name

Starbucks Coffee Company Ltd.

### Address

Address line 1

Building 4, Chiswick Park,

Address line 2

566 Chiswick High Road,

Address line 3

Town/City

London

County

London

Country

Postcode

W4 5YE

Are you an agent acting on behalf of the applicant?

Yes

No

### Contact Details

Primary number

Secondary number

Fax number

Email address

## Agent Details

Name/Company

Title

First name

Surname

Company Name

## Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

## Contact Details

Primary number

\*\*\*\*\* REDACTED \*\*\*\*\*

Secondary number

Fax number

Email address

\*\*\*\*\* REDACTED \*\*\*\*\*

## Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

1. Totem sign
2. DT direction entry sign
3. Order point
4. DT thank you/exit sign
5. Roundel
6. Wordmark (250mm)
7. Wordmark (300mm)
8. Drive thru text
9. Digital display board
10. Monument sign

**Advertisement Type:**

Other type

**Height:**

9 metres

**Width:**

1.83 metres

**Depth:**

0.1 metres

**What is the height from the ground to the base of the advertisement?:**

6.18 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0 metres

**What is the maximum height of any of the individual letters and symbols?:**

183 centimetres

**What materials will the advertisement be made of?:**

1. Siren Logo 2x 1800mm diameter x 50mm rim and return rings hanging. 5mm Opal 050 acrylic bonded in rear with applied Starbucks green translucent Siren logo to face. Sign illuminated by LEDs positioned on clear acrylic divider suspended within. Carcass painted satin black. Drive Thru Sign 2x fret cut face trays with aluminium carcass designed to fit around post. Painted white inside and satin black outside. Aluminium face trays backed up with 5mm Opal 050 acrylic and internally illuminated by tridonic LEDs

**The colour of text and background:**

white on green background

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

300 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Other type

**Height:**

1.5 metres

**Width:**

1 metres

**Depth:**

0.2 metres

**What is the height from the ground to the base of the advertisement?:**

1.02 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0 metres

**What is the maximum height of any of the individual letters and symbols?:**

48 centimetres

**What materials will the advertisement be made of?:**

2. RAL 9005 SATIN BLACK VINYL 3M SCOTCHAL HOLLYGREEN 3630 - 76 OPAL 050 ACRYLIC

**The colour of text and background:**

White text and green and white logo on black background

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

300 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Other type

**Height:**

3 metres

**Width:**

2.3 metres

**Depth:**

1.36 metres

**What is the height from the ground to the base of the advertisement?:**

1.4 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0 metres

**What is the maximum height of any of the individual letters and symbols?:**

13 centimetres

**What materials will the advertisement be made of?:**

3. Steel, aluminium, white acrylic letters

**The colour of text and background:**

White text on black background

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Other type

**Height:**

1.5 metres

**Width:**

0.83 metres

**Depth:**

0.19 metres

**What is the height from the ground to the base of the advertisement?:**

1.02 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0 metres

**What is the maximum height of any of the individual letters and symbols?:**

10 centimetres

**What materials will the advertisement be made of?:**

4. RAL 9005 SATIN BLACK VINYL 3M SCOTCHAL HOLLYGREEN 3630 - 76 OPAL 050 ACRYLIC

**The colour of text and background:**

White text and red no entry sign on black background

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

300 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Fascia Sign

**Height:**

1.5 metres

**Width:**

1.5 metres

**Depth:**

0.15 metres

**What is the height from the ground to the base of the advertisement?:**

4.94 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0.15 metres

**What is the maximum height of any of the individual letters and symbols?:**

150 centimetres

**What materials will the advertisement be made of?:**

5. Black plastic trim, fixed to aluminium carcass using small pan head screws with heads painted black 2mm thick aluminium carcass finished white inside and satin black RAL9005 externally Tridonic P560 crystal white LED, 38 of modules required. One off Tridonic Talex LCU 060/12 D010 120/240v converter required 3mm thick 050 Opal perspex face with face applied translucent vinyl 3M scotchcal vinyl Holly Green 3630-76

**The colour of text and background:**

White siren on green background

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

300 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Fascia Sign

**Height:**

0.25 metres

**Width:**

2.468 metres

**Depth:**

0.07 metres

**What is the height from the ground to the base of the advertisement?:**

3.155 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0.07 metres

**What is the maximum height of any of the individual letters and symbols?:**

25 centimetres

**What materials will the advertisement be made of?:**

6. 5mm 050 opal face, 3mm clear returns 10mm foamex with white face & black returns bonded to 3mm powder coated aluminium backs Letter returns finished white then black externally using block out vinyl LEDs mounted within letter to provide even illumination throughout full face

**The colour of text and background:**

White text

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

300 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Fascia Sign

**Height:**

0.3 metres

**Width:**

2.954 metres

**Depth:**

0.07 metres

**What is the height from the ground to the base of the advertisement?:**

3.29 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0.07 metres

**What is the maximum height of any of the individual letters and symbols?:**

30.5 centimetres

**What materials will the advertisement be made of?:**

7. 30mm thick TL2 acrylic with 3mm routed acrylic light trap detail to rear and 3mm aluminium letter backs. LEDs mounted within TL2 body to provide even illumination throughout face. Signs affix to wall/fascia via keyhole arrangement with site specific mechanical fixings.

**The colour of text and background:**

White lettering

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

300 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Fascia Sign

**Height:**

1.425 metres

**Width:**

2.555 metres

**Depth:**

0.015 metres

**What is the height from the ground to the base of the advertisement?:**

5 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0.15 metres

**What is the maximum height of any of the individual letters and symbols?:**

65 centimetres

**What materials will the advertisement be made of?:**

8. 5mm 050 opal face, 3mm clear returns. 10mm foamex with white face & black returns bonded to 3mm powder coated aluminium backs. Letter returns finished white then black externally using block out vinyl. LEDs mounted within letter can to provide even illumination throughout



full face. Letters mounted onto bulkhead via 50mm x 50mm channel supports and rails.

**The colour of text and background:**

White text

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

300 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Other type

**Height:**

2.068 metres

**Width:**

0.67 metres

**Depth:**

0.1 metres

**What is the height from the ground to the base of the advertisement?:**

0 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0 metres

**What is the maximum height of any of the individual letters and symbols?:**

120 centimetres

**What materials will the advertisement be made of?:**

9. Mild steel digital display enclosure comprising the following: Screen surround - 1.5 to 2mm thick sheet metal Base plate - 10mm thick with 1.5mm cover plate Legs - 38mm diameter tube

**The colour of text and background:**

Various

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

300 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Intermittent

**Advertisement Type:**

Other type

**Height:**

3 metres

**Width:**

1.2 metres

**Depth:**

0.175 metres

**What is the height from the ground to the base of the advertisement?:**

0 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0 metres

**What is the maximum height of any of the individual letters and symbols?:**

80 centimetres

**What materials will the advertisement be made of?:**

10. 3000mm x 12000mm x 175mm free standing double sided mini totem. Consisting of a central aluminium face tray finished satin black with face trays to have fret cut apertures to accept flush fitting acrylic circular 'Starbucks logo' and 'Drive Thru' text and chevrons. Starbucks logo with green self adhesive vinyl to face, all illuminated with LEDs mounted within the sign.

**The colour of text and background:**

White text, green and white logo on black background

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

300 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

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

1. Totem pole sign
2. DT direction entry sign
3. Height Restrictor
4. Thank you/exit sign
5. Roundel x 2
6. Wordmark (250mm)
7. Wordmark (300mm)
8. Drive Thru text x 2
9. Digital display board
10. Monument sign

## 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

## Advertisement(s) Period

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

From Date

01/01/2024

To Date

01/01/2029

## Neighbour and Community Consultation

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

- Yes  
 No

## 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

## Pre-application Advice

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

- Yes  
 No

## 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

## 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.

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?

Yes

No

## Declaration

I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, 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.

I/We also accept that, in accordance with the Planning Portal's terms and conditions:

- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published as part of a public register and on the authority's website;
- Our system will automatically generate and send you emails in regard to the submission of this application.

I / We agree to the outlined declaration

Signed

Katherine Wright

Date

2023/11/24