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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

First name

Surname

Company Name

Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

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

01133971397

Secondary number

07880382563

Fax number

Email address

lucy.sime@lichfields.uk

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Totem Sign x 1
Banner Sign x 1
Fascia Sign (McDonalds Text) x 2
Fascia Sign (Golden Arch) x 3
Accessible Parking Bay Dot Sign x 2
Speed Limit 10mph and Pedestrian Crossing Dot Sign x 1
Pedestrians Look Both Ways Dot Sign x 1
Litter Dot Sign x 1

Advertisement Type:

Other type

Height:

10 metres

Width:

1.92 metres

Depth:

0.35 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?:

166.7 centimetres

What materials will the advertisement be made of?:

The sign will be constructed of aluminium.

The colour of text and background:

One timber effect and two khaki panels. A moulded yellow acrylic internally illuminated "Golden Arch" will appear to both sides on the top panel.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

2.06 metres

Width:

4.82 metres

Depth:

0.15 metres

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

0.9 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?:

1.16 centimetres

What materials will the advertisement be made of?:

The banner sign will be constructed from a dark green steel panel with a perforated metal 'McDonalds' text on one side and images of food on the other.

The colour of text and background:

The banner sign will be constructed from a dark green steel panel with a perforated metal 'McDonalds' text on one side and images of food on the other.

Will the advertisement be illuminated?:

Advertisement Type:

Fascia Sign

Height:

1 metres

Width:

9.002 metres

Depth:

0.1 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?:

0.1 metres

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

100 centimetres

What materials will the advertisement be made of?:

The 'McDonalds' text signs will be constructed of white acrylic with white coated backtrays and returns, and an aluminium frame.

The colour of text and background:

The 'McDonalds' text signs will be constructed of white acrylic with white coated backtrays and returns, and an aluminium frame.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

1 metres

Width:

9.002 metres

Depth:

0.1 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?:

0.1 metres

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

100 centimetres

What materials will the advertisement be made of?:

The 'McDonalds' text signs will be constructed of white acrylic with white coated backtrays and returns, and an aluminium frame.

The colour of text and background:

The 'McDonalds' text signs will be constructed of white acrylic with white coated backtrays and returns, and an aluminium frame.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

1.575 metres

Width:

1.8 metres

Depth:

0.1 metres

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

4 metres

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

0.1 metres

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

157.5 centimetres

What materials will the advertisement be made of?:

The "Golden Arch" McDonalds symbol signs will be constructed of yellow acrylic with white coated backtrays and the returns sprayed yellow.

The colour of text and background:

The "Golden Arch" McDonalds symbol signs will be constructed of yellow acrylic with white coated backtrays and the returns sprayed yellow.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

1.575 metres

Width:

1.8 metres

Depth:

0.1 metres

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

4 metres

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

0.1 metres

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

157.5 centimetres

What materials will the advertisement be made of?:

The "Golden Arch" McDonalds symbol signs will be constructed of yellow acrylic with white coated backtrays and the returns sprayed yellow.

The colour of text and background:

The "Golden Arch" McDonalds symbol signs will be constructed of yellow acrylic with white coated backtrays and the returns sprayed yellow.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

0.9 metres

Width:

1.03 metres

Depth:

0.1 metres

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

3.3 metres

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

0.1 metres

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

90 centimetres

What materials will the advertisement be made of?:

The "Golden Arch" McDonalds symbol signs will be constructed of yellow acrylic with white coated backtrays and the returns sprayed yellow.

The colour of text and background:

The "Golden Arch" McDonalds symbol signs will be constructed of yellow acrylic with white coated backtrays and the returns sprayed yellow.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

0.7 metres

Width:

0.28 metres

Depth:

0.1 metres

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

1.5 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?:

0.7 centimetres

What materials will the advertisement be made of?:

The Accessible Parking Bay dot signs will be constructed of aluminium with applied vinyl graphics with a white background, yellow symbols and black text. The signs are proposed to be mounted on metal signposts.

The colour of text and background:

The Accessible Parking Bay dot signs will be constructed of aluminium with applied vinyl graphics with a white background, yellow symbols and black text. The signs are proposed to be mounted on metal signposts.

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.7 metres

Width:

0.28 metres

Depth:

0.1 metres

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

1.5 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?:

0.7 centimetres

What materials will the advertisement be made of?:

The Accessible Parking Bay dot signs will be constructed of aluminium with applied vinyl graphics with a white background, yellow symbols and black text. The signs are proposed to be mounted on metal signposts.

The colour of text and background:

The Accessible Parking Bay dot signs will be constructed of aluminium with applied vinyl graphics with a white background, yellow symbols and black text. The signs are proposed to be mounted on metal signposts.

Will the advertisement be illuminated?:**Advertisement Type:**

Other type

Height:

0.36 metres

Width:

0.412 metres

Depth:

0.1 metres

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

1.5 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?:

0.36 centimetres

What materials will the advertisement be made of?:

The "Speed Limit 10mph and Pedestrian Crossing" dot signs will be constructed of aluminium with applied vinyl graphics with a white background with black text and a red border. The signs will be mounted on a single metal signpost. The "Pedestrian Crossing" sign will measure 412mm in width and 360mm in height. The "Speed Limit 10mph" sign will measure 450mm in diameter.

The colour of text and background:

The "Speed Limit 10mph and Pedestrian Crossing" dot signs will be constructed of aluminium with applied vinyl graphics with a white background with black text and a red border. The signs will be mounted on a single metal signpost. The "Pedestrian Crossing" sign will measure 412mm in width and 360mm in height. The "Speed Limit 10mph" sign will measure 450mm in diameter.

Will the advertisement be illuminated?:**Advertisement Type:**

Other type

Height:

0.45 metres

Width:

0.45 metres

Depth:

0.1 metres

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

1.5 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?:

0.45 centimetres

What materials will the advertisement be made of?:

The "Speed Limit 10mph and Pedestrian Crossing" dot signs will be constructed of aluminium with applied vinyl graphics with a white background with black text and a red border. The signs will be mounted on a single metal signpost. The "Pedestrian Crossing" sign will measure 412mm in width and 360mm in height. The "Speed Limit 10mph" sign will measure 450mm in diameter.

The colour of text and background:

The "Speed Limit 10mph and Pedestrian Crossing" dot signs will be constructed of aluminium with applied vinyl graphics with a white background with black text and a red border. The signs will be mounted on a single metal signpost. The "Pedestrian Crossing" sign will measure 412mm in width and 360mm in height. The "Speed Limit 10mph" sign will measure 450mm in diameter.

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.3 metres

Width:

0.45 metres

Depth:

0.1 metres

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

1.5 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?:

0.45 centimetres

What materials will the advertisement be made of?:

The "Pedestrians look both ways" dot sign will be constructed of aluminium with applied vinyl graphics with a white background and black text. The sign will be mounted on a single metal signpost.

The colour of text and background:

The "Pedestrians look both ways" dot sign will be constructed of aluminium with applied vinyl graphics with a white background and black text. The sign will be mounted on a single metal signpost.

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.7 metres

Width:

0.28 metres

Depth:

0.1 metres

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

1.5 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?:

0.7 centimetres

What materials will the advertisement be made of?:

The "Litter" dot sign will be constructed of aluminium with applied vinyl graphics with a white background with black, yellow and red text and logos. The sign will be mounted on a single metal signpost.

The colour of text and background:

The "Litter" dot sign will be constructed of aluminium with applied vinyl graphics with a white background with black, yellow and red text and logos. The sign will be mounted on a single metal signpost

Will the advertisement be illuminated?:

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

- Totem Sign x 1
- Banner Sign x 1
- Fascia Sign (McDonalds Text) x 2
- Fascia Sign (Golden Arch) x 3
- Accessible Parking Bay Dot Sign x 2
- Speed Limit 10mph and Pedestrian Crossing Dot Sign x 1
- Pedestrians Look Both Ways Dot Sign x 1
- Litter Dot Sign x 1

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

If Yes to either or both above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s)

The locations of existing signage (totem, panel on estate sign and fascia signs) to be replaced are shown on the following submitted plans:
 Site Layout Plan Drive Totem 8511-SA-1911-P022A – shows the existing Pizza Hut totem sign;
 Site Layout Site Signages 8511-SA-1911-P008C – shows the existing estate signs; and
 Existing and Proposed Building Signage (non-model Drive To only) 8511-SA-1911-P009A – shows the existing fascia signs.

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

20/02/2024

To Date

20/02/2029

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

If No, why has permission not been obtained?

McDonalds are liaising with the landowner for consent to display the totem and banner sign as the proposed locations for these adverts do not fall within the applicant's ownership.

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

Lucy Sime

Date

20/02/2024

Amendments Summary

Removed the panels in the shared estate sign from the application and amended the application form, cover letter and plans to reflect that the 'estate signs' were previously approved under reference S/153/01923/23).

Submission of details of 'dot signs'.