



Willow House, Mareham Rd, Horncastle, Lincolnshire, LN9 6PH

T: 08446 60111 - 01507 601111

Mini-com: 01507 329555 www.e-lindsey.gov.uk

Summary of Amended Application

Please Note

It is always advisable to check the progress of your application with the Local Planning Authority to ensure that an amendment will be accepted by them.

Proposal Name

McDonalds Skegness Advertisements

Reference

PP-12727342

Version Number

2

Submission Date

Tuesday, February 20, 2024

Amendments to the Application Form

Type of Proposed Advertisement(s) - Please describe the proposed advertisement(s)

Previous Answers:

Totem Sign x 1
Panels in Existing Estate Sign x 2
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

Updated Answers:

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

Type of Proposed Advertisement(s) - Please describe each of the 'Other type(s)' of advertising proposed

Previous Answers:

Totem Sign x 1
Panels in Existing Estate Sign x 2
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

Updated Answers:

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

Type of Proposed Advertisement(s) - Please specify the type(s) and details of each proposed advertisement

Previous Answers:

Advertisement Type: Other

What materials will the advertisement be made of?: The panels would be constructed from aluminium with a vinyl Golden Arch logo on a khaki background.

The colour of text and background: The panels would be constructed from aluminium with a vinyl Golden Arch logo on a khaki background.

Will the advertisement be illuminated?: True

Height: 0.55

Width: 1.8

Depth: 0.1

What is the height from the ground to the base of the advertisement?: 1.63

What is the maximum projection of the advertisement from the face of the building?: 0

What is the maximum height of any of the individual letters and symbols?: 55

Will the advertisement be illuminated internally or externally?: internallyIlluminated

Will the illumination be static or intermittent?: static

Illuminance levels: 220

Type of Proposed Advertisement(s) - Please specify the type(s) and details of each proposed advertisement

Previous Answers:

Advertisement Type: Other

What materials will the advertisement be made of?: It 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: It 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?: False

Height: 2.06

Width: 4.82

Depth: 0.15

What is the height from the ground to the base of the advertisement?: 0.9

What is the maximum projection of the advertisement from the face of the building?: 0

What is the maximum height of any of the individual letters and symbols?: 1.16

Type of Proposed Advertisement(s) - What materials will the advertisement be made of?

Previous Answers:

The panels would be constructed from aluminium with a vinyl Golden Arch logo on a khaki background.

Updated Answers:

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.

Type of Proposed Advertisement(s) - The colour of text and background

Previous Answers:

The panels would be constructed from aluminium with a vinyl Golden Arch logo on a khaki background.

Updated Answers:

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.

Type of Proposed Advertisement(s) - Will the advertisement be illuminated?

Previous Answers:

True

Updated Answers:

False

Type of Proposed Advertisement(s) - Height

Previous Answers:

0.55

Updated Answers:

2.06

Type of Proposed Advertisement(s) - Width

Previous Answers:

1.8

Updated Answers:

4.82

Type of Proposed Advertisement(s) - Depth

Previous Answers:

0.1

Updated Answers:

0.15

Type of Proposed Advertisement(s) - What is the height from the ground to the base of the advertisement?

Previous Answers:

1.63

Updated Answers:

0.9

Type of Proposed Advertisement(s) - What is the maximum height of any of the individual letters and symbols?

Previous Answers:

55

Updated Answers:

1.16

Type of Proposed Advertisement(s) - Will the advertisement be illuminated internally or externally?

Previous Answers:

internallyIlluminated

Type of Proposed Advertisement(s) - Will the illumination be static or intermittent?

Previous Answers:

static

Type of Proposed Advertisement(s) - Illuminance levels

Previous Answers:

220

Location of Advertisement(s) - 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)

Previous Answers:

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-P008B – 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.

Updated Answers:

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.

Advertisement(s) Period - From Date

Previous Answers:

31/01/2024

Updated Answers:

20/02/2024

Advertisement(s) Period - To Date

Previous Answers:

31/01/2029

Updated Answers:

20/02/2029

Interest in the Land (Adverts) - Does the applicant own the land or buildings where the adverts are to be placed?

Previous Answers:

True

Updated Answers:

False

Interest in the Land (Adverts) - If No, has the permission of the owner or any other person entitled to give permission for the display of an advertisement been obtained?

Updated Answers:

False

Interest in the Land (Adverts) - If No, why has permission not been obtained?

Updated Answers:

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.

Declaration - Date

Previous Answers:

31/01/2024

Updated Answers:

20/02/2024

Declaration - Amendments Summary

Previous Answers:

Updated Answers:

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'.

Amendments to the Fee Calculation

Calculation - Fee for previous version

Previous Answers:

0

Updated Answers:

165

Calculation - Subtotal

Previous Answers:

165

Updated Answers:

0

Calculation - Service Charge

Previous Answers:

64

Updated Answers:

0

Calculation - Total

Previous Answers:

229

Updated Answers:

0

Calculation - Total:

Previous Answers:

229

Updated Answers:

0

Amendments to the Location Plan

Polygon / Site Boundary

Has the polygon / site boundary changed?

False

Amendments to the Supporting Documents - Added

Supporting Documents Added

Document Name	Block plan of the site
Document Description	Site Layout Site Signages ref. 8511-SA-1911-P008B
Submission Date	Tuesday, February 13, 2024
File Name	8511-SA-1911-P008C Site Layout Plan-Site Signages.pdf
Submission Method	Uploaded to storage
File Type	application/pdf
File Size (bytes)	590290

Document Name	Additional plans
Document Description	10mph Dot Sign Plan
Submission Date	Tuesday, February 13, 2024
File Name	10MPH DISC (2).pdf
Submission Method	Uploaded to storage
File Type	application/pdf
File Size (bytes)	130407

Document Name	Covering letter
Document Description	Cover Letter
Submission Date	Tuesday, February 13, 2024
File Name	66064_01 McDonalds Skegness Advertisements Cover Letter 12.01.24.pdf
Submission Method	Uploaded to storage
File Type	application/pdf
File Size (bytes)	227734

Document Name	Site/Block Plan - Existing
Document Description	Block Plan ref. 8511-SA-1911-P002B
Submission Date	Tuesday, February 13, 2024
File Name	8511-SA-1911-P002B Block Plan.pdf
Submission Method	Uploaded to storage
File Type	application/pdf
File Size (bytes)	241808

Document Name	Other relevant information
Document Description	McDonalds Feel Good Signage Brochure
Submission Date	Tuesday, February 13, 2024
File Name	121625 McDonalds Feel Good Signage 16.05.2022.pdf
Submission Method	Uploaded to storage
File Type	application/pdf
File Size (bytes)	2703377

Amendments to the Supporting Documents - Updated

Supporting Documents Updated

No supporting documents updated

Amendments to the Supporting Documents - Deleted

Supporting Documents Deleted

Document Name	Block plan of the site
Document Description	Block Plan ref. 8511-SA-1911-P002B
Submission Date	Tuesday, February 6, 2024
File Name	8511.SA.1911.P002B Block Plan.pdf
Submission Method	Uploaded to storage
File Type	application/pdf
File Size (bytes)	241810

Document Name	Additional plans
Document Description	Site Layout Site Signages ref. 8511-SA-1911-P008B
Submission Date	Tuesday, February 6, 2024
File Name	8511.SA.1911.P008B Site Layout Plan Site Signages.pdf
Submission Method	Uploaded to storage
File Type	application/pdf
File Size (bytes)	591402

Document Name	Covering letter
Document Description	Cover Letter
Submission Date	Tuesday, February 6, 2024
File Name	66064_01 McDonalds Skegness Advertisements Application 12.01.24.pdf
Submission Method	Uploaded to storage
File Type	application/pdf
File Size (bytes)	228381