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	
Suffix	
Property name	Main Road Filling Station
Address line 1	Wisbech Road
Address line 2	Long Sutton
Address line 3	
Town/city	Spalding
Postcode	PE12 9AG

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

Easting (x)	544079
Northing (y)	321829

Description

2. Applicant Details

Title	
First name	
Surname	-
Company name	Motor Fuel Group
Address line 1	Motor Fuel Ltd
Address line 2	Gladstone Place
Address line 3	36-38 Upper Marlborough Road
Town/city	St Albans

2. Applicant Details

Country	
Postcode	AL1 3UU
Primary number	
Secondary number	
Fax number	
Email address	

Are you an agent acting on behalf of the applicant? (•) Yes ( ) No

3. Agent Details

Title	
First name	Wyeth
Surname	Projects
Company name	Wyeth Projects Services
Address line 1	The Cart Shed
Address line 2	Amberley Court
Address line 3	Old Elstead Road
Town/city	Milford
Country	
Postcode	GU8 5EB
Primary number	
Secondary number	
Fax number	
Email	

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

1No. Existing PID sign to be relocated. 1No. Proposed Starbucks totem sign

Please select the type(s) of advertising you are proposing:

- [ ] Fascia sign(s)
- [ ] Projecting or hanging sign(s)
- [ ] Hoarding(s)
- [x] Other type(s)

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)

4. Type of Proposed Advertisement(s)

Other type(s): 1	
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 5.5 x Width: 2.28 x Depth: 0.79 metre(s)
What materials will the sign be made of? Metal structure/framework clad with composite signage panels.	
What is the maximum height of any of the individual letters and symbols?	148 cm
The colour of text and background Refer to drawing 'WPS-MFG-130-PL12'	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	300 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: 9 x Width: 1.8 x Depth: 0.5 metre(s)
What materials will the sign be made of? Metal structure/framework clad with composite signage panels.	
What is the maximum height of any of the individual letters and symbols?	180 cm
The colour of text and background Refer to drawing 'WPS-MFG-130-PL12	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	180 cd/m2
Will the illumination be static or intermittent?	Static

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

Existing site PID sign is to be relocated to allow for previously approved development. New Starbucks totem sign to be installed in approximately the same location as the existing PID

5. 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 the questions above, please show the existing sign(s) on an elevation drawing or photograph which can be uploaded to the Supporting Documents section of this application. Please state the references or filenames of the drawing(s) or photograph(s) in this text box

The existing BP PID sign is to be relocated to this proposed new location in order to allow for the previously approved drive-thru development. The proposed Starbucks totem sign is to be located in the approximate location of the existing PID

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	06/09/2019
To	06/09/2024

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)	06/09/2019