

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	Morrisons
Address line 1	Benner Road
Address line 2	Pinchbeck
Address line 3	
Town/city	Spalding
Postcode	PE11 3UG
Description of site location must be completed if postcode is not known:	
Easting (x)	525333
Northing (y)	324968
Description	

2. Applicant Details

Title	Miss
First name	MICHELLE
Surname	SHAW
Company name	
Address line 1	Morrisons
Address line 2	Benner Road
Address line 3	Pinchbeck
Town/city	Spalding

2. Applicant Details

Country	
Postcode	PE11 3UG
Primary number	
Secondary number	
Fax number	
Email address	

Are you an agent acting on behalf of the applicant? ☒ Yes ☐ No

3. Agent Details

Title	Miss
First name	MICHELLE
Surname	SHAW
Company name	Butterfield Signs Limited
Address line 1	Butterfield Signs Limited
Address line 2	174 Sunbridge Road
Address line 3	
Town/city	Bradford
Country	United Kingdom
Postcode	BD1 2RZ
Primary number	
Secondary number	
Fax number	
Email	

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

3 no. LED internally illuminated Morrisons letters and Logo (sign 1, sign 2, sign 3)
3 no. LED internally illuminated Morrisons Logo Motif Boxes (sign 4, sign 5, sign 6)
1 no. LED internally illuminated Store Totem (sign 7)
LED Internally illuminated Petrol Filling Station canopy (sign 8)
LED Internally illuminated Petrol Filling Station kiosk sign (sign 9)
LED Internally illuminated Petrol Filling Station car wash signs (sign 10)

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

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

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

4. Type of Proposed Advertisement(s)

Other type(s): 1	
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?	0.12 metre(s)
Dimension:	Height: 2.435 x Width: 6.178 x Depth: 0.12 metre(s)
What materials will the sign be made of? acrylic face panels with LED mounted onto Foamex backtrays (Sign 1)	
What is the maximum height of any of the individual letters and symbols?	243 cm
The colour of text and background text is white, petals are yellow	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	400 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?	5 metre(s)
What is the maximum projection of the advertisement from face of building?	0.12 metre(s)
Dimension:	Height: 2.435 x Width: 6.178 x Depth: 0.12 metre(s)
What materials will the sign be made of? acrylic face panels with LED mounted onto Foamex backtrays (Sign 2)	
What is the maximum height of any of the individual letters and symbols?	243 cm
The colour of text and background text is white, petals are yellow	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	400 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?	4.2 metre(s)
What is the maximum projection of the advertisement from face of building?	0.12 metre(s)
Dimension:	Height: 3.248 x Width: 8.236 x Depth: 0.12 metre(s)
What materials will the sign be made of? acrylic face panels with LED mounted onto Foamex backtrays (Sign 3)	
What is the maximum height of any of the individual letters and symbols?	324 cm
The colour of text and background text is white, petals are yellow	

4. Type of Proposed Advertisement(s)

Other type(s): 3	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	400 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 4	
What is the height from the ground to the base of the advertisement?	4.1 metre(s)
What is the maximum projection of the advertisement from face of building?	0.165 metre(s)
Dimension:	Height: 1.937 x Width: 1.84 x Depth: 0.165 metre(s)
What materials will the sign be made of? acrylic face panel with applied vinyl and LEDs mounted onto backtrays (Sign 4)	
What is the maximum height of any of the individual letters and symbols?	140 cm
The colour of text and background text is green, petals are yellow, background is white	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	400 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?	4.1 metre(s)
What is the maximum projection of the advertisement from face of building?	0.165 metre(s)
Dimension:	Height: 1.937 x Width: 1.84 x Depth: 0.165 metre(s)
What materials will the sign be made of? acrylic face panel with applied vinyl and LEDs mounted onto backtrays (Sign 5)	
What is the maximum height of any of the individual letters and symbols?	140 cm
The colour of text and background text is green, petals are yellow, background is white	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	400 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?	3.5 metre(s)

4. Type of Proposed Advertisement(s)

Other type(s): 6	
What is the maximum projection of the advertisement from face of building?	0.165 metre(s)
Dimension:	Height: 1.937 x Width: 1.84 x Depth: 0.165 metre(s)
What materials will the sign be made of? acrylic face panel with applied vinyl with LEDs mounted to backtray (sign 6)	
What is the maximum height of any of the individual letters and symbols?	140 cm
The colour of text and background text is green, petals are yellow, background is white	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	400 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 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 5.871 x Width: 1.658 x Depth: 0.31 metre(s)
What materials will the sign be made of? acrylic and aluminium panels with applied vinyl and LED illumination alll mounted onto a steel frame (sign 7)	
What is the maximum height of any of the individual letters and symbols?	57 cm
The colour of text and background text is green and white, petals are yellow, background is white and green	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	350 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 8	
What is the height from the ground to the base of the advertisement?	3.68 metre(s)
What is the maximum projection of the advertisement from face of building?	0.155 metre(s)
Dimension:	Height: 0.9 x Width: 24.69 x Depth: 0.155 metre(s)
What materials will the sign be made of? aluminium and acrylic, vinyl, LED illumination	
What is the maximum height of any of the individual letters and symbols?	70 cm
The colour of text and background text is green and white, petals are yellow, background is white and green (sign 8A)	
Will the sign be illuminated?	Yes

4. Type of Proposed Advertisement(s)

Other type(s): 8	
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	350 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 9	
What is the height from the ground to the base of the advertisement?	3.68 metre(s)
What is the maximum projection of the advertisement from face of building?	0.155 metre(s)
Dimension:	Height: 0.9 x Width: 21.2 x Depth: 0.155 metre(s)
What materials will the sign be made of? aluminium, acrylic, vinyl, LED illumination (sign 8B)	
What is the maximum height of any of the individual letters and symbols?	70 cm
The colour of text and background text is green and white, petals are yellow, background is white and green	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	350 cd/m2
Will the illumination be static or intermittent?	

Other type(s): 10	
What is the height from the ground to the base of the advertisement?	3.68 metre(s)
What is the maximum projection of the advertisement from face of building?	0.155 metre(s)
Dimension:	Height: 0.9 x Width: 24.69 x Depth: 0.155 metre(s)
What materials will the sign be made of? aluminium sign 8C)	
What is the maximum height of any of the individual letters and symbols?	70 cm
The colour of text and background background is green	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 11	
What is the height from the ground to the base of the advertisement?	3.68 metre(s)
What is the maximum projection of the advertisement from face of building?	0.155 metre(s)

4. Type of Proposed Advertisement(s)

Other type(s): 11	
Dimension:	Height: 0.9 x Width: 21.2 x Depth: 0.155 metre(s)
What materials will the sign be made of? aluminium, acrylic, vinyl, LED illumination (sign 8D)	
What is the maximum height of any of the individual letters and symbols?	70 cm
The colour of text and background text is green and white, petals are yellow, background is white and green	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	350 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 12	
What is the height from the ground to the base of the advertisement?	2.4 metre(s)
What is the maximum projection of the advertisement from face of building?	0.12 metre(s)
Dimension:	Height: 0.5 x Width: 8.33 x Depth: 0.12 metre(s)
What materials will the sign be made of? aluminium, acrylic, vinyl, LED illumination (sign 9)	
What is the maximum height of any of the individual letters and symbols?	35 cm
The colour of text and background text is green and white, petals are yellow, background is white and green	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	350 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 13	
What is the height from the ground to the base of the advertisement?	2.25 metre(s)
What is the maximum projection of the advertisement from face of building?	0.155 metre(s)
Dimension:	Height: 0.75 x Width: 5.01 x Depth: 0.155 metre(s)
What materials will the sign be made of? aluminium, acrylic, vinyl, LED illumination (sign 10 Entrance)	
What is the maximum height of any of the individual letters and symbols?	50 cm
The colour of text and background text is green and white, petals are yellow, background is white and green	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated

4. Type of Proposed Advertisement(s)

Other type(s): 13	
Illuminance levels	350 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 14	
What is the height from the ground to the base of the advertisement?	2.25 metre(s)
What is the maximum projection of the advertisement from face of building?	0.155 metre(s)
Dimension:	Height: 0.75 x Width: 5.01 x Depth: 0.155 metre(s)
What materials will the sign be made of? aluminium, acrylic, vinyl, LED illumination (sign 10 Exit)	
What is the maximum height of any of the individual letters and symbols?	50 cm
The colour of text and background text is green and white, petals are yellow, background is white and green	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	350 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 15	
What is the height from the ground to the base of the advertisement?	2.25 metre(s)
What is the maximum projection of the advertisement from face of building?	0.155 metre(s)
Dimension:	Height: 0.75 x Width: 10 x Depth: 0.155 metre(s)
What materials will the sign be made of? aluminium (2 x sign 10 Side Elevations)	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background background is green	
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

3 no. LED internally illuminated Morrisons letters and Logo (sign 1, sign 2, sign 3)
3 no. LED internally illuminated Morrisons Logo Motif Boxes (sign 4, sign 5, sign 6)
1 no. LED internally illuminated Store Totem (sign 7)
LED Internally illuminated Petrol Filling Station canopy (sign 8)
LED Internally illuminated Petrol Filling Station kiosk sign (sign 9)
LED Internally illuminated Petrol Filling Station car wash signs (sign 10)

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

See existing and proposed signage in planning booklet

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

29/10/2019

To

29/10/2024

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. ☒

12. Declaration

Date (cannot be pre-application)

04/09/2019