SOUTH HOLLAND DISTRICT COUNCIL

H16-0956-09

- 7 DEC 2009

FILE COPY

Application for consent to display an advertisement(s).
Town and Country Planning (Control of Advertisement) 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. Applicant Name, Address and Contact Details

Title: | First name: | Surname:

Company name: McDonald's Restaurant Ltd

Street address: 11 - 59 High Road
East Finchley

Town/City: London

County:

Country:

Postcode: N2 8AW

	Country Code	National Number	Extension Number
Telephone number:			
Mobile number:			
Fax number:			

Email address:

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

2. Agent Name, Address and Contact Details

Title: Mrs | First Name: Sarah | Surname: Carpenter

Company name: Planware Ltd

Street address: The Granary 37 Walnut Tree Lane
Sudbury

Town/City

County: Suffolk

Country: United Kingdom

Postcode: CO10 1BD

	Country Code	National Number	Extension Number
Telephone number:	01787	468500	
Mobile number:			
Fax number:			

Email address: nicola.davies@planware.co.uk

3. Site Address Details

Full postal address of the site (including full postcode where available)

House: Suffix:

House name: MCDONALDS RESTAURANTS LTD

Street address: HOLBEACH ROAD

Town/City: SPALDING

County: LINCOLNSHIRE

Postcode: PE12 6JP

Description of location or a grid reference
(must be completed if postcode is not known):

Easting: 526655

Northing: 323946

Description:

4. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application? ○ Yes ◉ No

5. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal? ○ Yes ◉ No

6. Authority Employee/Member

With respect to the Authority, I am:

(a) a member of staff
(b) an elected member
(c) related to a member of staff
(d) related to an elected member

Do any of these statements apply to you? ○ Yes ◉ No

7. Description of Proposed Advertisement(s)

Please describe the proposed advertisement(s):

INSTALLATION OF NEW SIGNAGE - 1 HEIGHT RESTRICTOR, 7 FREESTANDING SIGNS AND 1 CUSTOMER ORDER DISPLAY

How many of the following type of advertisements are you applying for?

Fascia sign(s) 0 Projecting or hanging sign(s) 0 Hoarding(s) 0 Other 9

Please describe:

SEE DETAILS OF SIGNS- DRIVE TOTEM 2, GATEWAY, TOTEM 3, TOTEM 4, TOTEM 5, HERO, DIRECTIONAL SIGNS AND CUSTOMER ORDER DISPLAY

8. Advertisement Display

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).

SEE DRAWING 4137_0940_03

Will the proposed advertisement(s) project over a footpath or other public highway? ○ Yes ◉ No

9. Advertisement(s) Period

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

From: 02/12/2009 To: 02/12/2050

10. Interest in the Land

Does the applicant own the land or buildings where the adverts are to be placed? ◉ Yes ○ No

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)? N/A m

What is the maximum projection of the advertisement from face of building (in metres)? N/A m

What are the dimensions of the proposed advertisement? Height: 3.3 x Width: 4.25 x Depth: 0.150 metres

What materials will the sign be made of?

GATEWAY - PPC ALU GATEWAY SIGN IN RAL 6015 AND TIMBER EFFECT WITH INTERNALLY ILLUMINATED "MCDRIVE" TO FRONT ELEVATION

What is the maximum height of any of the individual letters and symbols (in centimetres)? N/A cm

The colour of text and background:

KHAKI TIMBER YELLOW AND WHITE

Will the sign be illuminated? (•) Yes ( ) No

Will the sign be illuminated internally or externally? (•) Internally ( ) Externally

Illuminance Levels: 600 cd/m

Will the illumination be static or intermittent? (•) *Static* ( ) *Intermittent*

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)? 8.52 m

What is the maximum projection of the advertisement from face of building (in metres)? N/A m

What are the dimensions of the proposed advertisement? Height: 12.0 x Width: 1.440 x Depth: 0.320 metres

What materials will the sign be made of?

DRIVE TOTEM 2 - PPC ALU TOTEM SIGN IN RAL 6015 AND TIMBER EFFECT WITH MOULDED YELLOW ACRYLIC INTERNALLY ILLUMINATED "GOLDEN ARCH" TO BOTH SIDES.

What is the maximum height of any of the individual letters and symbols (in centimetres)? N/A cm

The colour of text and background:

KHAKI TIMBER YELLOW AND WHITE

Will the sign be illuminated? (•) Yes ( ) No

Will the sign be illuminated internally or externally? (•) Internally ( ) Externally

Illuminance Levels: 600 cd/m

Will the illumination be static or intermittent? (•) Static ( ) Intermittent

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)? N/A m

What is the maximum projection of the advertisement from face of building (in metres)? N/A m

What are the dimensions of the proposed advertisement? Height: 2.4 x Width: 0.80 x Depth: 0.150 metres

What materials will the sign be made of?

TOTEM 3 - KHAKI GREEN PPC ALUMINIUM PANELS WITH OPTIONS FOR 1 NO. 2 NO. & 3NO. INTERNALLY ILLUMINATED POS SIGNS. SIGNS TO BE SINGLE SIDES AND NON-ROTA

What is the maximum height of any of the individual letters and symbols (in centimetres)? N/A cm

The colour of text and background:

KHAKI AND GREY

Will the sign be illuminated? (•) Yes ( ) No

Will the sign be illuminated internally or externally? (•) Internally ( ) Externally

Illuminance Levels: 600 cd/m

Will the illumination be static or intermittent? (•) Static ( ) Intermittent

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)? N/A m

What is the maximum projection of the advertisement from face of building (in metres)? N/A m

What are the dimensions of the proposed advertisement? Height: 2.820 x Width: 1.720 x Depth: 0.150 metres

What materials will the sign be made of?

HERO BOARD - TIMBER EFFECT ALUMINIUM PANEL WITH ROTATING/INTERNALLY ILLUMINATED DISPLAY PANEL.

What is the maximum height of any of the individual letters and symbols (in centimetres)? N/A cm

The colour of text and background:

TIMBER KHAKI AND GREY

Will the sign be illuminated? (•) Yes ( ) No

Will the sign be illuminated internally or externally? (•) Internally ( ) Externally

Illuminance Levels: 600 cd/m

Will the illumination be static or intermittent? (•) Static ( ) Intermittent

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)? N/A m

What is the maximum projection of the advertisement from face of building (in metres)? N/A m

What are the dimensions of the proposed advertisement? Height: 2.510 x Width: 2.750 x Depth: 0.643 metres

What materials will the sign be made of?

TOTEM 4 - ROTATING THREE BAY TRIPLE UNIT. TIMBER EFFECT ALUMINIUM PANELS WITH INTERNALLY ILLUMINATED TWIN ROTATING POS SIGN.

What is the maximum height of any of the individual letters and symbols (in centimetres)? N/A cm

The colour of text and background:

TIMBER EFFECT ALU

Will the sign be illuminated? (•) Yes ( ) No

Will the sign be illuminated internally or externally? (•) Internally ( ) Externally

Illuminance Levels: 600 cd/m

Will the illumination be static or intermittent? (•) Static ( ) Intermittent

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)? N/A m

What is the maximum projection of the advertisement from face of building (in metres)? N/A m

What are the dimensions of the proposed advertisement? Height: 2.40 x Width: 0.800 x Depth: 0.150 metres

What materials will the sign be made of?

TOTEM 5 - KHAKI GREEN PPC ALUMINIUM PANELS WITH 1 NO. INTERNALLY ILLUMINATED POS SIGN.

What is the maximum height of any of the individual letters and symbols (in centimetres)? N/A cm

The colour of text and background:

KHAKI AND GREY

Will the sign be illuminated? (•) Yes ( ) No

Will the sign be illuminated internally or externally? (•) Internally ( ) Externally

Illuminance Levels: 600 cd/m

Will the illumination be static or intermittent? (•) Static ( ) Intermittent

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)? N/A m

What is the maximum projection of the advertisement from face of building (in metres)? N/A m

What are the dimensions of the proposed advertisement? Height: 2.10 x Width: 0.600 x Depth: 0.120 metres

What materials will the sign be made of?

DIRECTIONAL SIGN - KHAKI GREEN PPC ALUMINIUM PANELS WITH DIRECTIONAL ENTRANCE/GOODBYE ARROW.

What is the maximum height of any of the individual letters and symbols (in centimetres)? N/A cm

The colour of text and background:

KHAKI WHITE AND GREY

Will the sign be illuminated? ○ Yes ◉ No

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)? N/A m

What is the maximum projection of the advertisement from face of building (in metres)? N/A m

What are the dimensions of the proposed advertisement? Height: 2.10 x Width: 0.600 x Depth: 0.120 metres

What materials will the sign be made of?

DIRECTIONAL SIGN - KHAKI GREEN PPC ALUMINIUM PANELS WITH DIRECTIONAL ENTRANCE/GOODBYE ARROW.

What is the maximum height of any of the individual letters and symbols (in centimetres)? N/A cm

The colour of text and background:

KHAKI WHITE AND GREY

Will the sign be illuminated? ○ Yes ◉ No

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)? N/A m

What is the maximum projection of the advertisement from face of building (in metres)? N/A m

What are the dimensions of the proposed advertisement? Height: 1.482 x Width: 0.710 x Depth: 0.414 metres

What materials will the sign be made of?

COD CUSTOMER ORDER DISPLAY - PPC ALU CUSTOMER ORDER DISPLAY UNIT INCLUDING SPEAKER POINT AND A COLOUR MONITOR DISPLAY

What is the maximum height of any of the individual letters and symbols (in centimetres)? N/A cm

The colour of text and background:

PPC ALUMINIUM

Will the sign be illuminated? ○ Yes ◉ No

12. 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? (Please select only one)

◉ The agent ○ The applicant ○ Other person

13. Declaration

I/we hereby apply for planning permission/consent as described in this form and the accompanying plans/drawings and additional information. ☒

Date 02/12/2009