

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	15
Suffix	
Property name	McDonald's Restaurant
Address line 1	Mondial Way
Address line 2	
Address line 3	
Town/city	Heathrow
Postcode	UB3 5AR

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

Easting (x)	508244
Northing (y)	176972

Description	
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2. Applicant Details

Title	Other
First name	
Surname	.
Company name	MCDONALD'S RESTAURANTS LTD
Address line 1	11-59 HIGH ROAD, EAST FINCHLEY
Address line 2	
Address line 3	LONDON
Town/city	

2. Applicant Details

Country	United Kingdom
Postcode	N2 8AW
Are you an agent acting on behalf of the applicant?	
☒ Yes ☐ No	
Primary number	
Secondary number	
Fax number	
Email address	

3. Agent Details

Title	Mrs
First name	Sarah
Surname	Carpenter
Company name	Planware Limited
Address line 1	The Granary, First Floor
Address line 2	37 Walnut Tree Lane
Address line 3	Sudbury
Town/city	Suffolk
Country	United Kingdom
Postcode	CO10 1BD
Primary number	
Secondary number	
Fax number	
Email	

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

THE INSTALLATION OF 3 NO. NEW DIGITAL FREESTANDING SIGNS AND 1 NO. 15" DIGITAL BOOTH SCREEN.

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

Other type(s): 1	
What is the height from the ground to the base of the advertisement?	0.667 metre(s)

4. Type of Proposed Advertisement(s)

What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 1.367 x Width: 1.573 x Depth: 0.1 metre(s)
What materials will the sign be made of? SIGN 1 - DOUBLE DIGITAL MENU BOARD - GREY PPC ALUMINIUM PANELS WITH COLOUR DIGITAL DISPLAY TO FRONT FACE	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background VARIOUS COLOURS	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	600 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?	0.667 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 1.367 x Width: 1.573 x Depth: 0.1 metre(s)
What materials will the sign be made of? SIGN 1 - DOUBLE DIGITAL MENU BOARD - GREY PPC ALUMINIUM PANELS WITH COLOUR DIGITAL DISPLAY TO FRONT FACE	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background VARIOUS COLOURS	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	600 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?	1.03 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.254 x Width: 0.327 x Depth: 0.09 metre(s)
What materials will the sign be made of? SIGN 3 - DIGITAL BOOTH SCREEN - GREY PPC ALUMINIUM PANEL HOUSING 15" LCD DISPLAY SCREEN.	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background GREY	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated

4. Type of Proposed Advertisement(s)

Illuminance levels	1600 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?	0.596 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 1.367 x Width: 0.84 x Depth: 0.1 metre(s)
What materials will the sign be made of? SIGN 2 - SINGLE DIGITAL MENU BOARD - GREY PPC ALUMINIUM PANELS WITH COLOUR DIGITAL DISPLAY TO FRONT FACE	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background VARIOUS COLOURS	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	600 cd/m2
Will the illumination be static or intermittent?	Static

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

SEE ATTACHED SPECIFICATIONS.

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

PLEASE SEE DRAWING; P19-062-0403-03

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	23/09/2020
To	23/09/2030

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)