

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	Sipson Group Ltd
Address line 1	Stone Close
Address line 2	
Address line 3	
Town/city	West Drayton
Postcode	UB7 8JU
Description of site location must be completed if postcode is not known:	
Easting (x)	506947
Northing (y)	180331
Description	

2. Applicant Details

Title	
First name	Matthew
Surname	Kempton
Company name	Mercedes Benz UK
Address line 1	Delaware Drive
Address line 2	Tongwell
Address line 3	
Town/city	Milton Keynes

2. Applicant Details

Country	United Kingdom
Postcode	MK15 8BA
Are you an agent acting on behalf of the applicant? ☒ Yes ☐ No	
Primary number	
Secondary number	
Fax number	
Email address	

3. Agent Details

Title	Mr
First name	Jack
Surname	Moss
Company name	Omega Signs Limited
Address line 1	Newmarket Approach
Address line 2	
Address line 3	
Town/city	Leeds
Country	England
Postcode	LS9 0RJ
Primary number	
Secondary number	
Fax number	
Email	

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

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

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

Please add details of each proposed fascia sign

Fascia sign(s): 1	
What is the height from the ground to the base of the advertisement?	8 metre(s)

4. Type of Proposed Advertisement(s)

What is the maximum projection of the advertisement from face of building?	0.13 metre(s)
Dimension:	Height: 0.6 x Width: 5.505 x Depth: 0.13 metre(s)
What materials will the sign be made of?	
Mirrored polished individual letters with 4mm thick translucent white acrylic face with 22mm thick plywood rear, mounted on steel runner bar. Illuminated with 7500 kelvin LEDs.	
What is the maximum height of any of the individual letters and symbols?	60 cm
The colour of text and background	
White letters, black runner bar	
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

Fascia sign(s): 2	
What is the height from the ground to the base of the advertisement?	8 metre(s)
What is the maximum projection of the advertisement from face of building?	0.13 metre(s)
Dimension:	Height: 0.492 x Width: 2.825 x Depth: 0.13 metre(s)
What materials will the sign be made of?	
Mirrored polished individual letters with 4mm thick translucent white acrylic face with 22mm thick plywood rear, mounted on steel runner bar. Illuminated with 7500 kelvin LEDs.	
What is the maximum height of any of the individual letters and symbols?	49 cm
The colour of text and background	
White letters, black runner bar	
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

Fascia sign(s): 3	
What is the height from the ground to the base of the advertisement?	3 metre(s)
What is the maximum projection of the advertisement from face of building?	0.13 metre(s)
Dimension:	Height: 0.492 x Width: 4.58 x Depth: 0.13 metre(s)
What materials will the sign be made of?	
Mirrored polished individual letters with 4mm thick translucent white acrylic face with 22mm thick plywood rear, mounted on steel runner bar. Illuminated with 7500 kelvin LEDs.	
What is the maximum height of any of the individual letters and symbols?	49 cm

4. Type of Proposed Advertisement(s)

The colour of text and background	
White letters, black runner bar	
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): 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)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 6.103 x Width: 1.2 x Depth: 0.27 metre(s)
What materials will the sign be made of? Steel frame, aluminium panels with moulded acrylic illuminated star. Illuminated with 7500 kelvin LEDs.	
What is the maximum height of any of the individual letters and symbols?	80 cm
The colour of text and background Daytime: silver star on black powdercoated panel, star illuminates white at night.	
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?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 2.603 x Width: 1.6 x Depth: 0.16 metre(s)
What materials will the sign be made of? Steel frame, aluminium panels fret cut with acrylic illuminated letters. Illuminated with 7500 kelvin LEDs.	
What is the maximum height of any of the individual letters and symbols?	18 cm
The colour of text and background Silver panel RAL 9006, with black acrylic letters daytime, white illumination at nighttime.	
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

4. Type of Proposed Advertisement(s)

Other type(s): 3	
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: 2.603 x Width: 1.6 x Depth: 0.16 metre(s)
What materials will the sign be made of? Steel frame, aluminium panels fret cut with acrylic illuminated letters. Illuminated with 7500 kelvin LEDs.	
What is the maximum height of any of the individual letters and symbols?	18 cm
The colour of text and background Silver panel RAL 9006, with black acrylic letters daytime, white illumination at nighttime.	
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?	1.4 metre(s)
What is the maximum projection of the advertisement from face of building?	0.122 metre(s)
Dimension:	Height: 1.008 x Width: 1 x Depth: 0.122 metre(s)
What materials will the sign be made of? Steel frame, aluminium panels with vinyl non-illuminated letters.	
What is the maximum height of any of the individual letters and symbols?	12 cm
The colour of text and background Silver panel RAL 9006, with black vinyl letters	
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?	

Other type(s): 5	
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 metre(s)
Dimension:	Height: 3.8 x Width: 1 x Depth: 0.005 metre(s)
What materials will the sign be made of? Aluminium post, with fully enclosed lockable mechanism, displaying printed cloth	
What is the maximum height of any of the individual letters and symbols?	80 cm
The colour of text and background White star on black background	

4. Type of Proposed Advertisement(s)

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?	

Other type(s): 6	
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: 1.603 x Width: 0.45 x Depth: 0.16 metre(s)
What materials will the sign be made of? Steel frame, aluminium panels with applied vinyl.	
What is the maximum height of any of the individual letters and symbols?	30 cm
The colour of text and background Silver panel RAL 9006, with blue vinyl symbol	
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?	

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: 1.603 x Width: 0.45 x Depth: 0.16 metre(s)
What materials will the sign be made of? Steel frame, aluminium panels with applied vinyl.	
What is the maximum height of any of the individual letters and symbols?	30 cm
The colour of text and background Silver panel RAL 9006, with blue vinyl symbol	
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?	

Other type(s): 8	
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)

4. Type of Proposed Advertisement(s)

Dimension:	Height: 1.603 x Width: 0.45 x Depth: 0.16 metre(s)
What materials will the sign be made of? Steel frame, aluminium panels with applied vinyl.	
What is the maximum height of any of the individual letters and symbols?	30 cm
The colour of text and background Silver panel RAL 9006, with blue vinyl symbol	
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?	

Other type(s): 9	
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: 1.603 x Width: 0.45 x Depth: 0.16 metre(s)
What materials will the sign be made of? Steel frame, aluminium panels with applied vinyl.	
What is the maximum height of any of the individual letters and symbols?	30 cm
The colour of text and background Silver panel RAL 9006, with blue vinyl symbol	
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?	

Other type(s): 10	
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: 1.603 x Width: 0.45 x Depth: 0.16 metre(s)
What materials will the sign be made of? Steel frame, aluminium panels with applied vinyl.	
What is the maximum height of any of the individual letters and symbols?	30 cm
The colour of text and background Silver panel RAL 9006, with blue vinyl symbol	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2

4. Type of Proposed Advertisement(s)

Will the illumination be static or intermittent?

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

1 X PYLON SIGN (ILLUMINATED) - drawing ref: C
2 X GATEWAY SIGN - drawing ref: D & D1
1 X ENTRANCE SIGN - drawing ref: E
1 X FLAGPOLE- drawing ref: F
5 X ICON SIGNS - drawing ref: G, G1 & G2

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

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

29/10/2020

To

28/10/2025

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

If No, has the permission of the owner or any other person entitled to give permission for the display of an advertisement been obtained?

☒ 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

11. Authority Employee/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)

29/10/2020