Planning Services, Adur District Council

Civic Centre,
Ham Road,
Shoreham-by-Sea,
West Sussex,
BN43 6PR

Tel : (01273) 263222 (calls may be recorded)
website : www.adur.gov.uk
e-mail : developmentcontrol@adur.gov.uk

ADUR DISTRICT COUNCIL

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

Street address: The Granary
First Floor
37 Walnut Tree Lane

Town/City: Sudbury
County: Suffolk
Country: United Kingdom
Postcode: CO10 1BD

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

Email address: tracy@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: EASTERN AVENUE

Town/City: SHOREHAM-BY-SEA

County: WEST SUSSEX

Postcode: BN43 6PW

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

Easting: 522323

Northing: 105184

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. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s):

VARIOUS SIGNS IN LINE WITH REFURBISHMENT - 1NO. HEIGHT RESTRICTOR, 8NO. FREESTANDING SIGNS AND 2NO. BANNER SIGNS.

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 11

Please describe:

SEE DETAILS OF GATEWAY, TOTEM 3, HERO BOARD, TOTEM 4, DIRECTIONAL SIGN AND BANNER SIGN

8. 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 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 0912-1256-03 A

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: 23/11/2010 | To: 23/11/2050

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 (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: 3.2 x Width: 4.25 x Depth: 0.2 metres

What materials will the sign be made of?

GATEWAY - PPC ALUMINIUM GATEWAY SIGN IN RAL 6015 AND TIMBER FENCE, WITH INTERNALLY ILLUMINATED "DRIVE THRU"&"OPEN 24 HOURS" 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 & 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: 0.8 x Depth: 0.15 metres

What materials will the sign be made of?

TOTEM 3 (PRESALES) - KHAKI GREEN PPC ALUMINIUM PANELS WITH OPTIONS FOR 1NO./2NO. & 3NO. INTERNALLY ILLUMINATED POS SIGN. SIGNS TO BE SINGLE SIDES AND N

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 & 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: 2.4 x Width: 0.8 x Depth: 0.15 metres

What materials will the sign be made of?

TOTEM 3 (PRESALES) - KHAKI GREEN PPC ALUMINIUM PANELS WITH OPTIONS FOR 1NO./2NO. & 3NO. INTERNALLY ILLUMINATED POS SIGN. SIGNS TO BE SINGLE SIDES AND N

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 & 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: 2.4 x Width: 0.8 x Depth: 0.15 metres

What materials will the sign be made of?

TOTEM 3 (PRESALES) - KHAKI GREEN PPC ALUMINIUM PANELS WITH OPTIONS FOR 1NO./2NO. & 3NO. INTERNALLY ILLUMINATED POS SIGN. SIGNS TO BE SINGLE SIDES AND N

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 & 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: 2.64 x Width: 1.7 x Depth: 0.15 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 & 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: 2.4 x Width: 1.12 x Depth: 0.220 metres

What materials will the sign be made of?

TOTEM 4 - ROTATING ONE 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 ALUMINIUM

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: 2.1 x Width: 0.6 x Depth: 0.12 metres

What materials will the sign be made of?

DIRECTIONAL SIGN - KHAKI GREEN PPC ALUMINIUM PANELS WITH INTERNALLY ILLUMINATED DIRECTIONAL ENTRANCE 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 & 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: 2.1 x Width: 0.6 x Depth: 0.12 metres

What materials will the sign be made of?

DIRECTIONAL SIGN - KHAKI GREEN PPC ALUMINIUM PANELS WITH INTERNALLY ILLUMINATED DIRECTIONAL 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 & 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)? 0.9 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: 1.16 x Width: 4.82 x Depth: 0.15 metres

What materials will the sign be made of?

BANNER UNIT - POWDER COATED KHAKI GREEN BASE WITH PERFORATED METAL "MCDONALD'S" BANNER 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 GREEN WITH "MCDRIVE" ON BASE UNIT, VARIOUS COLOUR BANNERS TO BE ATTACHED

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)? 0.9 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: 1.16 x Width: 4.82 x Depth: 0.15 metres

What materials will the sign be made of?

BANNER UNIT - POWDER COATED KHAKI GREEN BASE WITH PERFORATED METAL "MCDONALD'S" BANNER 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 GREEN WITH "MCDRIVE" ON BASE UNIT, VARIOUS COLOUR BANNERS TO BE ATTACHED

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: 2.4 x Width: 1.12 x Depth: 0.220 metres

What materials will the sign be made of?

TOTEM 4 - ROTATING ONE 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 ALUMINIUM

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

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 23/11/2010