



Development Management  
Causeway House  
Bocking End  
Braintree  
Essex CM7 9HB

T: 01376 552525  
E: [planning@braintree.gov.uk](mailto:planning@braintree.gov.uk)  
W: [www.braintree.gov.uk](http://www.braintree.gov.uk)

## Application for Consent to Display an Advertisement(s)

### Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

#### 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.

### Site Location

**Disclaimer:** We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number

Suffix

Property Name

Address Line 1

Address Line 2

Address Line 3

Town/city

Postcode

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

Easting (x)  Northing (y)

Description

Land at Haverhill Business Park, Phoenix Road, Haverhill

## Applicant Details

### Name/Company

Title

Other

First name

Surname

Company Name

MCDONALD'S RESTAURANTS LTD

### Address

Address line 1

11 - 59 HIGH ROAD

Address line 2

Address line 3

EAST FINCHLEY

Town/City

LONDON

Country

United Kingdom

Postcode

N2 8AW

Are you an agent acting on behalf of the applicant?

Yes

No

### Contact Details

Primary number

Secondary number

Fax number

Email address

## Agent Details

### Name/Company

Title

First name

Surname

Company Name

### Address

Address line 1

Address line 2

Address line 3

Town/City

Country

Postcode

### Contact Details

Primary number

Secondary number

Fax number

Email address

### Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

**Advertisement Type:**

Fascia Sign

**Height:**

1.4 metres

**Width:**

1.6 metres

**Depth:**

0.1 metres

**What is the height from the ground to the base of the advertisement?:**

3.35 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0 metres

**What is the maximum height of any of the individual letters and symbols?:**

140 centimetres

**What materials will the advertisement be made of?:**

SOUTH ELEVATION - SIGN 18 - YELLOW ACRYLIC "GOLDEN ARCH" SYMBOL

**The colour of text and background:**

YELLOW

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

600 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Fascia Sign

**Height:**

1.4 metres

**Width:**

1.6 metres

**Depth:**

0.1 metres

**What is the height from the ground to the base of the advertisement?:**

3.35 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0 metres

**What is the maximum height of any of the individual letters and symbols?:**

140 centimetres

**What materials will the advertisement be made of?:**

EAST ELEVATION - SIGN 18 - YELLOW ACRYLIC "GOLDEN ARCH" SYMBOL

**The colour of text and background:**

YELLOW

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

600 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Fascia Sign

**Height:**

1.575 metres

**Width:**

1.8 metres

**Depth:**

0.1 metres

**What is the height from the ground to the base of the advertisement?:**

3.1 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0 metres

**What is the maximum height of any of the individual letters and symbols?:**

158 centimetres

**What materials will the advertisement be made of?:**

NORTH ELEVATION - CUSTOM YELLOW ACRYLIC "GOLDEN ARCH" SYMBOL

**The colour of text and background:**

YELLOW

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

600 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Fascia Sign

**Height:**

0.8 metres

**Width:**

7.202 metres

**Depth:**

0.1 metres

**What is the height from the ground to the base of the advertisement?:**

3.35 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0.1 metres

**What is the maximum height of any of the individual letters and symbols?:**

80 centimetres

**What materials will the advertisement be made of?:**

SOUTH ELEVATION - SIGN 17 - WHITE INTERNALLY ILLUMINATED ACRYLIC "MCDONALD'S" TEXT SIGN

**The colour of text and background:**

WHITE

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

600 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Fascia Sign

**Height:**

0.8 metres

**Width:**

7.202 metres

**Depth:**

0.1 metres

**What is the height from the ground to the base of the advertisement?:**

3.35 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0.1 metres

**What is the maximum height of any of the individual letters and symbols?:**

80 centimetres

**What materials will the advertisement be made of?:**

WEST ELEVATION - SIGN 17 - WHITE INTERNALLY ILLUMINATED ACRYLIC "MCDONALD'S" TEXT SIGN

**The colour of text and background:**

WHITE

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

600 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Fascia Sign

**Height:**

0.8 metres

**Width:**

7.202 metres

**Depth:**

0.1 metres

**What is the height from the ground to the base of the advertisement?:**

3.35 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0.1 metres

**What is the maximum height of any of the individual letters and symbols?:**

80 centimetres

**What materials will the advertisement be made of?:**

NORTH ELEVATION - SIGN 17 - WHITE INTERNALLY ILLUMINATED ACRYLIC "MCDONALD'S" TEXT SIGN

**The colour of text and background:**

WHITE

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

600 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Other type

**Height:**

2.8 metres

**Width:**

0.45 metres

**Depth:**

0.025 metres

**What is the height from the ground to the base of the advertisement?:**

0.1 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0 metres

**What is the maximum height of any of the individual letters and symbols?:**

0 centimetres

**What materials will the advertisement be made of?:**

SOUTH ELEVATION - FAST FORWARD BOOTH - COLLECT SIGN - WHITE INTERNALLY ILLUMINATED ACRYLIC LETTERS

**The colour of text and background:**

WHITE

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

600 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Other type

**Height:**

2.8 metres

**Width:**

0.45 metres

**Depth:**

0.025 metres

**What is the height from the ground to the base of the advertisement?:**

0.1 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0 metres

**What is the maximum height of any of the individual letters and symbols?:**

0 centimetres

**What materials will the advertisement be made of?:**

SOUTH ELEVATION - PRESENTER BOOTH - COLLECT SIGN - WHITE INTERNALLY ILLUMINATED ACRYLIC LETTERS

**The colour of text and background:**

WHITE

**Will the advertisement be illuminated?:**

Yes



**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

600 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Other type

**Height:**

1.22 metres

**Width:**

0.45 metres

**Depth:**

0.025 metres

**What is the height from the ground to the base of the advertisement?:**

0.89 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0 metres

**What is the maximum height of any of the individual letters and symbols?:**

0 centimetres

**What materials will the advertisement be made of?:**

SOUTH ELEVATION - CASH BOOTH - PAY SIGN - WHITE INTERNALLY ILLUMINATED ACRYLIC LETTERS

**The colour of text and background:**

WHITE

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

600 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Other type

**Height:**

0.254 metres

**Width:**

0.327 metres

**Depth:**

0.09 metres

**What is the height from the ground to the base of the advertisement?:**

0.89 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0 metres

**What is the maximum height of any of the individual letters and symbols?:**

0 centimetres

**What materials will the advertisement be made of?:**

SOUTH ELEVATION - DIGITAL RE-CONNECT BOOTH SCREEN - GREY PPC ALUMINIUM PANEL HOUSING 15" LCD DISPLAY SCREEN.

**The colour of text and background:**

GREY

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

600 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

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

PLEASE SEE ATTACHED SPECIFICATIONS.

## 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

## Advertisement(s) Period

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

From Date

25/05/2022

To Date

25/05/2032

## Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

Yes

No

## 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

## Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

Yes

No

## 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

## 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.

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?

Yes

No

## Declaration

I / We hereby apply for Consent to display an advertisement as described in this form and 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 options of the persons giving them. I / We also accept that: Once submitted, this information will be transmitted to the Local Planning Authority and, once validated by them, be made available as part of a public register and on the authority's website; our system will automatically generate and send you emails in regard to the submission of this application.

I / We agree to the outlined declaration

Signed

Sarah Carpenter

Date

25/05/2022