



Development Management
Causeway House
Bocking End
Braintree
Essex CM7 9HB

T: 01376 552525
E: planning@braintree.gov.uk
W: 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

EAST FINCHLEY

Address line 3

LONDON

Town/City

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)

VARIOUS SITE SIGNAGE INCLUDING 4 NO. FREESTANDING SIGNS, 2 NO. BANNER UNITS, 1 NO. PLAYLAND SIGN AND 20 NO. DOT SIGNS.

Advertisement Type:

Other type

Height:

0.3 metres

Width:

0.45 metres

Depth:

0.05 metres

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

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?:

CAUTION LOOK LEFT SIGN HEAD ON METAL POST FITTED VIA MASS CONCRETE FOUNDATION

The colour of text and background:

BLACK TEXT ON GREY BACKGROUND

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.3 metres

Width:

0.45 metres

Depth:

0.05 metres

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

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?:

CAUTION LOOK RIGHT SIGN HEAD ON METAL POST FITTED VIA MASS CONCRETE FOUNDATION

The colour of text and background:

BLACK TEXT ON GREY BACKGROUND

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.36 metres

Width:

0.412 metres

Depth:

0.5 metres

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

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?:

SIGN 25D PEDESTRIAN CROSSING- SIGN HEAD ON METAL POST FITTED VIA MASS CONCRETE FOUNDATION

The colour of text and background:

RED, WHITE AND BLACK

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.36 metres

Width:

0.412 metres

Depth:

0.05 metres

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

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?:

SIGN 25D PEDESTRIAN CROSSING- SIGN HEAD ON METAL POST FITTED VIA MASS CONCRETE FOUNDATION

The colour of text and background:

RED, WHITE AND BLACK

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.7 metres

Width:

0.28 metres

Depth:

0.03 metres

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

0.5 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?:

SIGN 16C LITTER - SIGN HEAD ON METAL POST FITTED VIA MASS CONCRETE FOUNDATION

The colour of text and background:

RED, YELLOW, WHITE AND BLACK

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.7 metres

Width:

0.28 metres

Depth:

0.03 metres

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

0.5 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?:

SIGN 16C LITTER - SIGN HEAD ON METAL POST FITTED VIA MASS CONCRETE FOUNDATION

The colour of text and background:

RED, YELLOW, WHITE AND BLACK

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.7 metres

Width:

0.28 metres

Depth:

0.05 metres

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

0.5 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?:

SIGN 14a ACCESSIBLE PARKING BAY- SIGN HEAD ON METAL POST FITTED VIA MASS CONCRETE FOUNDATION

The colour of text and background:

WHITE, YELLOW AND GREY

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.7 metres

Width:

0.28 metres

Depth:

0.03 metres

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

0.5 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?:

SIGN 16C LITTER - SIGN HEAD ON METAL POST FITTED VIA MASS CONCRETE FOUNDATION

The colour of text and background:

RED, YELLOW, WHITE AND BLACK

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.45 metres

Width:

0.45 metres

Depth:

0.05 metres

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

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?:

SIGN 25A - NO ENTRY - ALUMINIUM ON PLASTIC COATED STEEL POST.

The colour of text and background:

PPC ALUMINIUM RED AND WHITE SIGN

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.7 metres

Width:

0.28 metres

Depth:

0.03 metres

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

0.5 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?:

SIGN 16C LITTER - SIGN HEAD ON METAL POST FITTED VIA MASS CONCRETE FOUNDATION

The colour of text and background:

RED, YELLOW, WHITE AND BLACK

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

1.16 metres

Width:

4.82 metres

Depth:

0.15 metres

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

0.9 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?:

DOUBLE SIDED BANNER UNIT- POWDER COATED GREY BASE WITH PERFORATED METAL 'MCDONALDS' BANNER SIGN.

The colour of text and background:

GREY WITH "MCDRIVE" ON BASE UNIT, VARIOUS COLOUR BANNERS TO BE ATTACHED

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.3 metres

Width:

0.45 metres

Depth:

0.05 metres

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

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?:

CAUTION LOOK RIGHT SIGN HEAD ON METAL POST FITTED VIA MASS CONCRETE FOUNDATION

The colour of text and background:

BLACK TEXT ON GREY BACKGROUND

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.7 metres

Width:

0.28 metres

Depth:

0.03 metres

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

0.5 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?:

SIGN 16C LITTER - SIGN HEAD ON METAL POST FITTED VIA MASS CONCRETE FOUNDATION

The colour of text and background:

RED, YELLOW, WHITE AND BLACK

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.7 metres

Width:

0.28 metres

Depth:

0.05 metres

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

0.5 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?:

SIGN 14a ACCESSIBLE PARKING BAY- SIGN HEAD ON METAL POST FITTED VIA MASS CONCRETE FOUNDATION

The colour of text and background:

WHITE, YELLOW AND GREY

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.7 metres

Width:

0.28 metres

Depth:

0.05 metres

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

0.5 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?:

SIGN 14a ACCESSIBLE PARKING BAY- SIGN HEAD ON METAL POST FITTED VIA MASS CONCRETE FOUNDATION

The colour of text and background:

WHITE, YELLOW AND GREY

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

1.16 metres

Width:

4.82 metres

Depth:

0.15 metres

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

0.9 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?:

DOUBLE SIDED BANNER UNIT- POWDER COATED GREY BASE WITH PERFORATED METAL 'MCDONALDS' BANNER SIGN.

The colour of text and background:

GREY WITH "MCDRIVE" ON BASE UNIT, VARIOUS COLOUR BANNERS TO BE ATTACHED

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.36 metres

Width:

0.412 metres

Depth:

0.05 metres

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

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?:

SIGN 25E GIVE WAY- SIGN HEAD ON METAL POST FITTED VIA MASS CONCRETE FOUNDATION

The colour of text and background:

RED, WHITE AND BLACK

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

1.367 metres

Width:

0.84 metres

Depth:

0.1 metres

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

0.667 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?:

SINGLE DIGITAL MENU BOARD - GREY PPC ALUMINIUM PANELS WITH COLOUR DIGITAL DISPLAY TO FRONT FACE

The colour of text and background:

VARIOUS COLOURS

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

1.367 metres

Width:

1.573 metres

Depth:

0.1 metres

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

0.667 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?:

DOUBLE DIGITAL MENU BOARD - GREY PPC ALUMINIUM PANELS WITH COLOUR DIGITAL DISPLAY TO FRONT FACE.

The colour of text and background:

VARIOUS COLOURS

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

1.367 metres

Width:

1.573 metres

Depth:

0.1 metres

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

0.667 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?:

DOUBLE DIGITAL MENU BOARD - GREY PPC ALUMINIUM PANELS WITH COLOUR DIGITAL DISPLAY TO FRONT FACE.

The colour of text and background:

VARIOUS COLOURS

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

1.367 metres

Width:

1.573 metres

Depth:

0.1 metres

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

0.667 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?:

DOUBLE DIGITAL MENU BOARD - GREY PPC ALUMINIUM PANELS WITH COLOUR DIGITAL DISPLAY TO FRONT FACE.

The colour of text and background:

VARIOUS COLOURS

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

0.36 metres

Width:

0.412 metres

Depth:

0.05 metres

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

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?:

SIGN 25E GIVE WAY- SIGN HEAD ON METAL POST FITTED VIA MASS CONCRETE FOUNDATION

The colour of text and background:

RED, WHITE AND BLACK

Will the advertisement be illuminated?:**Advertisement Type:**

Other type

Height:

0.7 metres

Width:

0.28 metres

Depth:

0.05 metres

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

0.5 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?:

SIGN 14B PARKED ORDER BAY 1 - SIGN HEAD ON METAL POST FITTED VIA MASS CONCRETE FOUNDATION

The colour of text and background:

WHITE, YELLOW AND BLACK

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

1.1 metres

Width:

1.1 metres

Depth:

0.11 metres

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

2.06 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?:

PLAY LAND LOGO - NON ILLUMINATED POWDER COATED METAL SIGN WITH INTERNALLY ILLUMINATED WHITE ACRYLIC "PLAY LAND" TEXT AND CUSTOM PRINTED GRAPHIC

The colour of text and background:

VARIOUS COLOURS

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

0.45 metres

Width:

0.45 metres

Depth:

0.05 metres

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

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?:

SIGN 25A - NO ENTRY - ALUMINIUM ON PLASTIC COATED STEEL POST.

The colour of text and background:

PPC ALUMINIUM RED AND WHITE SIGN

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.7 metres

Width:

0.28 metres

Depth:

0.05 metres

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

0.5 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?:

SIGN 14C PARKED ORDER BAY 2 - SIGN HEAD ON METAL POST FITTED VIA MASS CONCRETE FOUNDATION

The colour of text and background:

WHITE, YELLOW AND BLACK

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.45 metres

Width:

0.45 metres

Depth:

0.05 metres

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

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?:

SPEED LIMIT '10MPH' - ALUMINIUM ON PLASTIC COATED STEEL POST.

The colour of text and background:

RED, WHITE AND BLACK

Will the advertisement be illuminated?:

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

SEE ATTACHED SIGNAGE 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