APPLICATION NO.	
DATE LODGED	
RECEIPT NO.	FEE RECEIVED
CARD	OTHER
KIRKLEES COUNCIL VALIDATION CHECKLIST	SUPPLY 1 COPY (PLUS THE ORIGINAL)

PLANNING - PO Box B93, Civic Centre 3, Huddersfield, HD1 2JR **Tel:** 01484 414746 **E-mail :** dc.admin@kirklees.gov.uk

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	McDonald's Restaurant
Address line 1	Centre 27 Business Park
Address line 2	Bankwood Way
Address line 3	Birstall
Town/city	Batley
Postcode	WF17 9TB

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

Easting (x)	423698
Northing (y)	427557

Description

2. Applicant Details

Title	Other
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

2. Applicant Details

Town/city	
Country	United Kingdom
Postcode	N2 8AW
Primary number	
Secondary number	
Fax number	
Email address	

Are you an agent acting on behalf of the applicant? (•) Yes ( ) No

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 5 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)
- [x] Other type(s)

Other type(s): Please add details of each proposed advertisement

4. Type of Proposed Advertisement(s)

Other type(s): 1	
What is the height from the ground to the base of the advertisement?	0.74 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 1.426 x Width: 1.648 x Depth: 0.108 metre(s)
What materials will the sign be made of? 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?	0.74 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 1.426 x Width: 1.648 x Depth: 0.108 metre(s)
What materials will the sign be made of? 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? 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	

4. Type of Proposed Advertisement(s)

Other type(s): 3	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
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?	0.74 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 1.426 x Width: 0.853 x Depth: 0.108 metre(s)
What materials will the sign be made of? 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

Other type(s): 5	
What is the height from the ground to the base of the advertisement?	0.74 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 1.426 x Width: 1.648 x Depth: 0.108 metre(s)
What materials will the sign be made of? 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): 6	
What is the height from the ground to the base of the advertisement?	0.74 metre(s)

4. Type of Proposed Advertisement(s)

Other type(s): 6	
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 1.426 x Width: 1.648 x Depth: 0.108 metre(s)
What materials will the sign be made of? 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

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; 19121 472 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	13/01/2020
To	13/01/2030

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

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

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) 13/01/2020