

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	Unit 1 B
Address line 1	Bognor Regis Retail Park
Address line 2	Rowan Way
Address line 3	
Town/city	Bognor Regis
Postcode	PO22 9TR
Description of site location must be completed if postcode is not known:	
Easting (x)	493936
Northing (y)	101183

Description	
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2. Applicant Details

Title	Mr
First name	Ken
Surname	Jones
Company name	Iceland Foods Ltd
Address line 1	Second Avenue
Address line 2	Deeside Industrial Park
Address line 3	
Town/city	Deeside

2. Applicant Details

Country	
Postcode	CH5 2NW
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	Ray
Surname	Robinson
Company name	RRDS Ltd
Address line 1	Studio 2 1st Floor
Address line 2	The Ffwrwm High Street
Address line 3	Caerleon
Town/city	Newport
Country	
Postcode	NP18 1AG
Primary number	01873881165
Secondary number	
Fax number	
Email	design@rrds.net

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

High level sign to front elevation, loading bay sign to rear elevation, replacement panels to existing totem poles, and vinyl graphics to internal face of windows/doors.

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

☒ Fascia sign(s)

☒ Projecting or hanging sign(s)

☒ Hoarding(s)

☒ Other type(s)

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

Other type(s): 1

4. Type of Proposed Advertisement(s)

What is the height from the ground to the base of the advertisement?	4.9 metre(s)
What is the maximum projection of the advertisement from face of building?	0.196 metre(s)
Dimension:	Height: 2.7 x Width: 11.5 x Depth: 0.196 metre(s)
What materials will the sign be made of? Aluminium, vinyl & pvc - Sign A high level front elevation	
What is the maximum height of any of the individual letters and symbols?	90 cm
The colour of text and background White on red	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	300 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?	2.25 metre(s)
What is the maximum projection of the advertisement from face of building?	0.003 metre(s)
Dimension:	Height: 0.56 x Width: 1.75 x Depth: 0.003 metre(s)
What materials will the sign be made of? Dibond & vinyl - Sign B loading bay sign rear elevation	
What is the maximum height of any of the individual letters and symbols?	18 cm
The colour of text and background White on red	
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): 3	
What is the height from the ground to the base of the advertisement?	4 metre(s)
What is the maximum projection of the advertisement from face of building?	0.003 metre(s)
Dimension:	Height: 0.5 x Width: 1.2 x Depth: 0.003 metre(s)
What materials will the sign be made of? Vinyl - Sign C North totem pole - replacement panels to existing double sided totem pole	
What is the maximum height of any of the individual letters and symbols?	16 cm
The colour of text and background White on red	
Will the sign be illuminated?	No

4. Type of Proposed Advertisement(s)

Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Other type(s): 4	
What is the height from the ground to the base of the advertisement?	4 metre(s)
What is the maximum projection of the advertisement from face of building?	0.003 metre(s)
Dimension:	Height: 0.5 x Width: 1.2 x Depth: 0.003 metre(s)
What materials will the sign be made of? Vinyl - Sign D replacement panels to existing double sided totem pole to East	
What is the maximum height of any of the individual letters and symbols?	16 cm
The colour of text and background White on red	
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?	

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

High level sign to front elevation, loading bay sign to rear elevation, replacement panels to existing totem poles, and vinyl graphics to internal face of windows/doors.
These graphics form part of this application but we are informed that they are deemed to have consent under schedule 3 Part 1 class 12 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007 and therefore the details of these graphics are not listed on this application form

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 refer to Blaze's drawings as submitted Ice Food warehouse Bognor Regis External scheme V1

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	26/05/2021
To	26/05/2026

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)

26/03/2021