

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	Lidl Foodstore
Address line 1	Land at Phase 1a
Address line 2	Oldlands Farm
Address line 3	Shripney Road
Town/city	Bognor Regis
Postcode	PO22 9NN

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

Easting (x)	494208
Northing (y)	101651

Description

Land at Phase 1A, Oldlands Farm.

2. Applicant Details

Title	
First name	
Surname	Lidl Great Britain
Company name	
Address line 1	c/o agent
Address line 2	
Address line 3	
Town/city	c/o agent

2. Applicant Details

Country	
Postcode	c/o agent
Are you an agent acting on behalf of the applicant?	
☒ Yes ☐ No	
Primary number	
Secondary number	
Fax number	
Email address	

3. Agent Details

Title	Miss
First name	Hannah
Surname	Mitchell
Company name	Rapleys LLP
Address line 1	55 Spring Gardens
Address line 2	
Address line 3	
Town/city	Manchester
Country	
Postcode	M2 2BY
Primary number	07760170707
Secondary number	
Fax number	
Email	Hannah.Mitchell@rapleys.com

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

1no. Illuminated Flag Pole Sign, 2 no. Illuminated Fascia Sign, 3no. Large Illuminated Billboards, 2no. Large Illuminated Billboards, 1no. Poster Display Unit.
Please refer to submitted Cover Letter and associated drawings for full details.

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

☒ Fascia sign(s)
☐ Projecting or hanging sign(s)
☐ Hoarding(s)
☐ Other type(s)

Please add details of each proposed fascia sign

Fascia sign(s): 1	
What is the height from the ground to the base of the advertisement?	4 metre(s)

4. Type of Proposed Advertisement(s)

What is the maximum projection of the advertisement from face of building?	0.4 metre(s)
Dimension:	Height: 2.5 x Width: 2.5 x Depth: 0.2 metre(s)
What materials will the sign be made of?	
Aluminium single sided lightbox, with the standard Lidl corporate logo.	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background	
Lidl Logo (Red, Yellow, Blue)	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	550 cd/m2
Will the illumination be static or intermittent?	Static

Fascia sign(s): 2	
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?	0.4 metre(s)
Dimension:	Height: 2.5 x Width: 2.5 x Depth: 0.2 metre(s)
What materials will the sign be made of?	
Aluminium single sided lightbox, with the standard Lidl corporate logo.	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background	
Lidl Logo (Red, Yellow, Blue)	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	5502 cd/m2
Will the illumination be static or intermittent?	Static

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

Other type(s): 1	
What is the height from the ground to the base of the advertisement?	2.4 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 3.3 x Width: 2.1 x Depth: 0.3 metre(s)
What materials will the sign be made of?	
Single sided lightbox with a thermoformed acrylic shell which will be decorated with the Lidl logo. There will be two panels below the main Lidl logo which will feature opening times and details of amenities with the store. These panels will be lacquered in RAL 9006' White Aluminium'	
What is the maximum height of any of the individual letters and symbols?	0 cm

4. Type of Proposed Advertisement(s)

The colour of text and background	
Lidl Logo (Red, Yellow Blue), White Text.	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	440 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?	0.4 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 3.25 x Width: 6.3 x Depth: 0.2 metre(s)
What materials will the sign be made of? POWDER COATED ALUMINIUM RAL 7024	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background	
N/A	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	1 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?	1.5 metre(s)
What is the maximum projection of the advertisement from face of building?	0.75 metre(s)
Dimension:	Height: 1.64 x Width: 3.2 x Depth: 0.75 metre(s)
What materials will the sign be made of? POWDER COATED ALUMINIUM RAL 7024	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background	
n/a	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	1 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 4	
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4. Type of Proposed Advertisement(s)

What is the height from the ground to the base of the advertisement?	0.95 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height 1.1 x Width: 1.7 x Depth: 0.2 metre(s)
What materials will the sign be made of? SIGN WITH MARINE GRADE 316 STAINLESS STEEL FRAME	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background n/a	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	2252 cd/m2
Will the illumination be static or intermittent?	Static

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

1no. Illuminated Flag Pole Sign, 3no. Large Illuminated Billboards, 2no. Large Illuminated Billboards, 1no. Poster Display Unit. Please refer to submitted Cover Letter and associated drawings for full details.

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

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

To

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

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)

26/06/2020