

Application for consent to display an advertisement(s).
Town and Country Planning (Control of Advertisement) 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. Applicant Name, Address and Contact Details

Title:	Mr	First name:		Surname:	
Company name:	Halfords Ltd				
Street address:	Icknield Street Drive			Country Code	National Number
	Washford West			Telephone number:	
				Mobile number:	
Town/City:	Redditch			Fax number:	
County:	Worcestershire			Email address:	
Country:	United Kingdom				
Postcode:	B98 0DE				

Are you an agent acting on behalf of the applicant? ☒ Yes ☐ No

2. Agent Name, Address and Contact Details

Title:	Ms	First Name:	Laura	Surname:	Sealey
Company name:	Image Technique Ltd				
Street address:	Saxon Business Park			Country Code	National Number
	Stoke Prior			Telephone number:	
				Mobile number:	
Town/City:	Bromsgrove			Fax number:	
County:	Worcestershire			Email address:	
Country:	United Kingdom				
Postcode:	B60 4AD				

BE/74/15/A

2 No. internally illuminated fascia signs, 2
No. non illuminated fascia signs, 1 No. non
illuminated wall sign & 1 No. free standing
sign on North & East elevations

3. Site Address Details

Full postal address of the site (including full postcode where available)

Description:

House: 5 Suffix:
House name: Halfords
Street address: The Bognor Regis Retail Park
Rowan Way
Town/City: Bersted
County: West Sussex
Postcode: PO22 9TR

Halfords Unit 4
Shripney Road
Bersted

Description of location or a grid reference
(must be completed if postcode is not known):

Easting: 493929
Northing: 101263

4. Pre-application Advice

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

☐ Yes ☒ No

5. Neighbour and Community Consultation

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

☐ Yes ☒ No

6. Authority Employee/Member

With respect to the Authority, I am:

- (a) a member of staff
- (b) an elected member
- (c) related to a member of staff
- (d) related to an elected member

Do any of these statements apply to you?

☐ Yes ☒ No

7. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s):

Replacement like-for-like signage.

How many of the following type of advertisements are you applying for?

Fascia sign(s) 4 Projecting or hanging sign(s) 0 Hoarding(s) 0 Other 2

Please describe:

1 x 'customer cycle park' wall sign
1 x 'we fit car parts' freestanding sign

8. 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 above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s).

Please see proposed visuals.

Will the proposed advertisement(s) project over a footpath or other public highway?

☐ Yes ☒ No

9. Advertisement(s) Period

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

From: 25/03/2015 To: 25/03/2020

10. Interest in the Land

Does the applicant own the land or buildings where the adverts are to be placed?

☒ Yes ☐ No

11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)?

4.000 m

What is the maximum projection of the advertisement from face of building (in metres)?

0.200 m

What are the dimensions of the proposed advertisement?

Height: 1.900 x Width: 11.000 x Depth: 0.200 metres

What materials will the sign be made of?

halfords - front elevation: aluminium, paint, flexskin, illumination

What is the maximum height of any of the individual letters and symbols (in centimetres)?

126.000 cm

The colour of text and background:

black and orange

Will the sign be illuminated? ☒ Yes ☐ No

Will the sign be illuminated internally or externally?

☒ Internally ☐ Externally

Illuminance Levels: 300.000 cd/m

Will the illumination be static or intermittent?

☒ Static ☐ Intermittent

11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)?

4.000 m

What is the maximum projection of the advertisement from face of building (in metres)?

0.200 m

What are the dimensions of the proposed advertisement?

Height: 1.670 x Width: 9.002 x Depth: 0.200 metres

What materials will the sign be made of?

halfords - side elevation: aluminium, paint, flexskin, illumination

What is the maximum height of any of the individual letters and symbols (in centimetres)?

111.000 cm

The colour of text and background:

black and orange

Will the sign be illuminated? ☒ Yes ☐ No

Will the sign be illuminated internally or externally?

☒ Internally ☐ Externally

Illuminance Levels: 300.000 cd/m

Will the illumination be static or intermittent?

☒ Static ☐ Intermittent

11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)?

4.000 m

What is the maximum projection of the advertisement from face of building (in metres)?

0.005 m

What are the dimensions of the proposed advertisement?

Height: 1.800 x Width: 3.000 x Depth: 0.005 metres

What materials will the sign be made of?

we fit car parts - side elevation: aluminium, paint, flexskin

What is the maximum height of any of the individual letters and symbols (in centimetres)?

45.000 cm

The colour of text and background:

white, black and orange

Will the sign be illuminated? ☐ Yes ☒ No

11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)?

4.000 m

What is the maximum projection of the advertisement from face of building (in metres)?

0.005 m

What are the dimensions of the proposed advertisement?

Height: 1.800 x Width: 3.000 x Depth: 0.005 metres

What materials will the sign be made of?

we repair bikes - side elevation: aluminium, paint, flexskin

What is the maximum height of any of the individual letters and symbols (in centimetres)?

45.000 cm

The colour of text and background:

black and orange

Will the sign be illuminated? ☐ Yes ☒ No

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

0.000 m

What is the maximum projection of the advertisement from face of building (in metres)?

0.005 m

What are the dimensions of the proposed advertisement?

Height: 1.500 x Width: 2.800 x Depth: 0.005 metres

What materials will the sign be made of?

customer cycle park wall sign - aluminium, paint, vinyl

What is the maximum height of any of the individual letters and symbols (in centimetres)?

15.000 cm

The colour of text and background:

white and orange

Will the sign be illuminated? ☐ Yes ☒ No

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

0.405 m

What is the maximum projection of the advertisement from face of building (in metres)?

0.000 m

What are the dimensions of the proposed advertisement?

Height: 1.400 x Width: 3.360 x Depth: 0.005 metres

What materials will the sign be made of?

we fit car parts freestanding - aluminium, paint, vinyl

What is the maximum height of any of the individual letters and symbols (in centimetres)?

28.000 cm

The colour of text and background:

white, black and orange

Will the sign be illuminated? ☐ Yes ☒ No

12. 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? (Please select only one)

☒ The agent ☐ The applicant ☐ Other person

13. 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

25/03/2015