

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	4
Suffix	C
Property name	
Address line 1	London Road
Address line 2	
Address line 3	
Town/city	Bognor Regis
Postcode	PO21 1PY
Description of site location must be completed if postcode is not known:	
Easting (x)	493602
Northing (y)	99108
Description	

2. Applicant Details

Title	Mr
First name	David
Surname	McDonagh
Company name	Poundland Limited
Address line 1	Pattison House
Address line 2	Midlands Road
Address line 3	
Town/city	Walsall

2. Applicant Details

Country	
Postcode	WS1 3TX
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	Tahinur
Surname	Chowdhury
Company name	HLP UK Ltd
Address line 1	HLP UK Ltd
Address line 2	Newbury Suite 7, Centrix@Keys
Address line 3	Keys Business Village
Town/city	Hednesford
Country	United Kingdom
Postcode	WS12 2HA
Primary number	01543275101
Secondary number	07793224797
Fax number	
Email	design@hlp ltd.net

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

New illuminated fascia signage to front and rear of building to replace existing and a projecting signage to front of building.

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?	3.15 metre(s)

4. Type of Proposed Advertisement(s)

What is the maximum projection of the advertisement from face of building?	0.1 metre(s)
Dimension:	Height: 1.6 x Width: 1.71 x Depth: 0.1 metre(s)
What materials will the sign be made of?	
Aluminium	
What is the maximum height of any of the individual letters and symbols?	80 cm
The colour of text and background	
Background - RAL 5021, Black Text - White, Lime Green. Background - Pantone 747C. Background - RAL 9005, Text - White/Lime green	
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

Fascia sign(s): 2	
What is the height from the ground to the base of the advertisement?	3.55 metre(s)
What is the maximum projection of the advertisement from face of building?	0.1 metre(s)
Dimension:	Height: 1 x Width: 6.2 x Depth: 0.1 metre(s)
What materials will the sign be made of?	
Aluminium	
What is the maximum height of any of the individual letters and symbols?	80 cm
The colour of text and background	
Background - RAL 5021, Black Text - White, Lime Green. Background - Pantone 747C. Background - RAL 9005, Text - White/Lime green	
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

Please add details of each proposed projecting or hanging sign

Projecting or hanging sign(s): 1	
What is the height from the ground to the base of the advertisement?	3.3 metre(s)
What is the maximum projection of the advertisement from face of building?	0.1 metre(s)
Dimension:	Height: 0.9 x Width: 1 x Depth: 0.1 metre(s)
What materials will the sign be made of?	
Aluminium	
What is the maximum height of any of the individual letters and symbols?	20 cm

4. Type of Proposed Advertisement(s)

The colour of text and background

Background - RAL 5021, Black Text - White, Lime Green. Background - Pantone 747C. Background - RAL 9005, Text - White/Lime green

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

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

1277 Poundland Bognor Regis - 03 Existing Elevations (A3).pdf

IMG_3533.JPEG

IMG_3538.JPEG

IMG_3540.JPEG

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

29/03/2021

To

29/03/2026

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

10. Interest In the Land

If No, has the permission of the owner or any other person entitled to give permission for the display of an advertisement ☒ Yes ☐ No been obtained?

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)