

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                                                            | Maidenhead Aquatics |
| Address line 1                                                           | Crookthorn Lane     |
| Address line 2                                                           |                     |
| Address line 3                                                           |                     |
| Town/city                                                                | Climping            |
| Postcode                                                                 | BN17 5SN            |
| Description of site location must be completed if postcode is not known: |                     |
| Easting (x)                                                              | 499956              |
| Northing (y)                                                             | 101760              |

|             |  |
|-------------|--|
| Description |  |
|-------------|--|

**2. Applicant Details**

|                |                                 |
|----------------|---------------------------------|
| Title          |                                 |
| First name     |                                 |
| Surname        | D Lawrence D Gilmore S Langdale |
| Company name   |                                 |
| Address line 1 | Maidenhead Aquatics             |
| Address line 2 | Crookthorn Lane                 |
| Address line 3 |                                 |
| Town/city      | Climping                        |

2. Applicant Details

|                                                               |          |
|---------------------------------------------------------------|----------|
| Country                                                       | UK       |
| Postcode                                                      | BN17 5SN |
| Are you an agent acting on behalf of the applicant?           |          |
| <input checked="" type="radio"/> Yes <input type="radio"/> No |          |
| Primary number                                                |          |
| Secondary number                                              |          |
| Fax number                                                    |          |
| Email address                                                 |          |

3. Agent Details

|                  |                      |
|------------------|----------------------|
| Title            | Mr                   |
| First name       | David                |
| Surname          | Bennett              |
| Company name     | djb Ltd              |
| Address line 1   | 18 Liverpool Gardens |
| Address line 2   |                      |
| Address line 3   |                      |
| Town/city        | Worthing             |
| Country          | UK                   |
| Postcode         | BN11 1RY             |
| Primary number   |                      |
| Secondary number |                      |
| Fax number       |                      |
| Email            |                      |

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Fascia sign - illuminated during business hours as follows:  
Mon-Sat 9am- 6pm  
Sun 10.30am - 4.30pm  
Closed Easter Sunday/ Christmas and Boxing Day

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

#### 4. Type of Proposed Advertisement(s)

|                                                                            |                                             |
|----------------------------------------------------------------------------|---------------------------------------------|
| What is the height from the ground to the base of the advertisement?       | 2.03 metre(s)                               |
| What is the maximum projection of the advertisement from face of building? | 0.18 metre(s)                               |
| Dimension:                                                                 | Height: 1 x Width: 3 x Depth: 0.18 metre(s) |
| What materials will the sign be made of?                                   |                                             |
| Acrylic with metal box                                                     |                                             |
| What is the maximum height of any of the individual letters and symbols?   | 50 cm                                       |
| The colour of text and background                                          |                                             |
| Various colours - see drawing                                              |                                             |
| Will the sign be illuminated?                                              | Yes                                         |
| Will the sign be illuminated internally or externally?                     | Internally Illuminated                      |
| Illuminance levels                                                         | 634 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

If yes, please provide details

See drawings

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

See covering letter dated 18-01-2022

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 | 18/01/2022 |
| To   | 18/01/2032 |

#### 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)

18/01/2022