

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	Beachcroft Hotel
Address line 1	Clyde Road
Address line 2	
Address line 3	
Town/city	Felpham
Postcode	PO22 7AH
Description of site location must be completed if postcode is not known:	
Easting (x)	494889
Northing (y)	99356

Description	
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2. Applicant Details

Title	Mr
First name	Phil
Surname	Roberts
Company name	The Beachcroft Hotel
Address line 1	Beachcroft Hotel
Address line 2	Clyde Road
Address line 3	
Town/city	Felpham

2. Applicant Details

Country	
Postcode	PO22 7AH
Primary number	
Secondary number	
Fax number	
Email address	

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

3. Agent Details

Title	
First name	Ivon
Surname	Blumer
Company name	Ivon Blumer Architects Ltd
Address line 1	41 The Studio West Drive
Address line 2	Aldwick Bay
Address line 3	
Town/city	Bognor Regis
Country	United Kingdom
Postcode	PO21 4LZ
Primary number	01243262987
Secondary number	
Fax number	
Email	studio@ivonblumerarchitects.com

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

One illuminated sign on the north elevation of Beach Hut No 1 and 3 non-illuminated signs to timber boundary wall, for The Beachcroft Hotel

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?	1.5 metre(s)

4. Type of Proposed Advertisement(s)

Fascia sign(s): 1	
What is the maximum projection of the advertisement from face of building?	0.1 metre(s)
Dimension:	Height: 0.5 x Width: 1.25 x Depth: 0.1 metre(s)
What materials will the sign be made of?	
Painted timber	
What is the maximum height of any of the individual letters and symbols?	10 cm
The colour of text and background	
White text, blue background	
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?	

Fascia sign(s): 2	
What is the height from the ground to the base of the advertisement?	2 metre(s)
What is the maximum projection of the advertisement from face of building?	0.3 metre(s)
Dimension:	Height: 2.4 x Width: 3.2 x Depth: 0.1 metre(s)
What materials will the sign be made of?	
Aluminium and acrylic plastic	
What is the maximum height of any of the individual letters and symbols?	250 cm
The colour of text and background	
Blue, green and yellow, LED neon with clear background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	500 cd/m2
Will the illumination be static or intermittent?	Static

Fascia sign(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?	0.1 metre(s)
Dimension:	Height: 0.5 x Width: 1.25 x Depth: 0.1 metre(s)
What materials will the sign be made of?	
Painted Timber	
What is the maximum height of any of the individual letters and symbols?	10 cm

4. Type of Proposed Advertisement(s)

Fascia sign(s): 3	
The colour of text and background	
White text, blue background	
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?	

Fascia sign(s): 4	
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?	0.1 metre(s)
Dimension:	Height: 0.5 x Width: 1.25 x Depth: 0.1 metre(s)
What materials will the sign be made of?	
Painted timber	
What is the maximum height of any of the individual letters and symbols?	10 cm
The colour of text and background	
White text, blue background	
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?	

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	01/03/2020
To	01/03/2025

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)

09/01/2020