

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	9
Suffix	
Property name	
Address line 1	Elmer Road
Address line 2	
Address line 3	
Town/city	Middleton-On-Sea
Postcode	PO22 6DZ
Description of site location must be completed if postcode is not known:	
Easting (x)	497464
Northing (y)	100414

Description	
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2. Applicant Details

Title	Mr
First name	Da
Surname	Deng
Company name	Mandarin Chef
Address line 1	9, Elmer Road
Address line 2	
Address line 3	
Town/city	Middleton-On-Sea

2. Applicant Details

Country	
Postcode	PO22 6DZ
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	Emil
Surname	Mason
Company name	Full Tilt Graphics Ltd
Address line 1	3a Christie Place
Address line 2	Durban Road
Address line 3	
Town/city	Bognor Regis
Country	
Postcode	po22 9rt
Primary number	
Secondary number	
Fax number	
Email	

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Illuminated fascia sign displaying name and telephone number of the Chinese takeaway.

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?	2.8 metre(s)

4. Type of Proposed Advertisement(s)

What is the maximum projection of the advertisement from face of building?	0.17 metre(s)
Dimension:	Height: 0.64 x Width: 4.78 x Depth: 0.17 metre(s)
What materials will the sign be made of?	acrylic & aluminium
What is the maximum height of any of the individual letters and symbols?	30 cm
The colour of text and background	green & yellow
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	240 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

Illuminated sign was installed on 25 August 2020. Mandarin Chef were not aware permission was required for this sign. New sign replaced one of the same size which was lit from above.

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

Mandarin Chef New Sign
Mandarin Chef New Sign Illuminated
Mandarin Chef Old Sign

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	25/08/2020
To	25/08/2040

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

8. Site Visit

If Other has been selected, please provide contact details:

Contact name:

Title	Mr
First name	
Surname	Lo
Telephone number	07522784121
Email address	

9. Pre-application Advice

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

☒ Yes ☐ No

If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):

Officer name:

Title	Mrs
First name	L
Surname	Coney
Reference	
Date (Must be pre-application submission)	
14/12/2020	

Details of the pre-application advice received

General advice regarding type of application

10. Interest In the Land

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

☒ Yes ☐ No

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

☒ 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) 21/12/2020