



Application for Planning Permission; Consent to Display an Advertisement(s)

Town and Country Planning Act 1990 (as amended); Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

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.

Site Location

Disclaimer: We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number

44

Suffix

Property Name

Address Line 1

Oxford Street

Address Line 2

Address Line 3

Manchester

Town/city

Manchester

Postcode

M1 5EJ

Description of site location must be completed if postcode is not known:

Easting (x)

383998

Northing (y)

397708

Description

Applicant Details

Name/Company

Title

Head of Construction

First name

Liora

Surname

Baron

Company Name

Chopstix Stores Ltd

Address

Address line 1

29A

Address line 2

Cedar House

Address line 3

Kentish Town

Town/City

London

County

Greater London

Country

United Kingdom

Postcode

NW18NL

Are you an agent acting on behalf of the applicant?

☒ Yes

☐ No

Applicant Contact Details

Primary number

***** REDACTED *****

Secondary number

***** REDACTED *****

Fax number

Email address

***** REDACTED *****

Agent Details

Name/Company

Title

Mr.

First name

Max

Surname

Scott

Company Name

Hyphen

Address

Address line 1

33 to 37 Stranmillis Road

Address line 2

Address line 3

Town/City

Belfast

County

Antrim

Country

United Kingdom

Postcode

BT9 5AF

Contact Details

Primary number

***** REDACTED *****

Secondary number

***** REDACTED *****

Fax number

Email address

***** REDACTED *****

Site Area

What is the measurement of the site area? (numeric characters only).

30.00

Unit

Sq. metres

Description of the Proposal

Please note in regard to:

- **Fire Statements** - From 1 August 2021, planning applications for buildings of over 18 metres (or 7 stories) tall containing more than one dwelling will require a 'Fire Statement' for the application to be considered valid. There are some exemptions. [View government planning guidance on fire statements](#) or [access the fire statement template and guidance](#).
- **Permission In Principle** - If you are applying for Technical Details Consent on a site that has been granted Permission In Principle, please include the relevant details in the description below.
- **Public Service Infrastructure** - From 1 August 2021, applications for certain public service infrastructure developments will be eligible for faster determination timeframes. See help for further details or [view government planning guidance on determination periods](#).

Description

Please describe details of the proposed development or works including any change of use

The unit comprises an existing commercial premises located at 44 Oxford Street, Manchester, currently operating as a noodle bar. The proposed development seeks consent for the reconfiguration of the existing shopfront fascia to include new brand signage and relocation of existing entrance door.

Scope of Works

The works will be confined to the ground and first floor elevation externally.

External Works

Removal of the existing shopfront and installation of a new contemporary shopfront within the existing structural opening.

Relocation of the principal customer entrance from the left-hand side (when approached from Oxford Street) to the right-hand side of the frontage.

Installation of illuminated fascia signage (Sign Type A [ST-A]).

Installation of signage to glazed fanlight above entrance (Sign Type B [ST-B])

Installation of a projecting illuminated “bus-stop-style” sign (Sign Type C [ST-C]).

Installation of an internal promotional digital display screen, visible from the street for the display of brand-related advertising content (Sign Type D [ST-D])

Installation of an external LED digital display screen positioned above the existing fascia zone for the display of brand-related advertising content.

Has the work or change of use already started?

- ☐ Yes
- ☒ No

Existing Use

Please describe the current use of the site

44 Oxford Street comprises an existing ground floor commercial unit forming part of a wider building arrangement, incorporating a number of street-level commercial units beneath a multi-storey car park structure above.

The application unit is positioned at street level, fronting directly onto Oxford Street, and forms part of an active commercial frontage within the wider city centre context.

The premises previously operated as a noodle bar under the brand Malatang Express. Externally, the unit benefits from a glazed shopfront with fascia signage and branding specific to the existing operator. The premises sits within a continuous run of commercial units at ground floor level, contributing to the active frontage beneath the car park structure above.

In summary, the existing lawful use of the premises is as a noodle bar/restaurant at ground floor level, and the established operational characteristics reflect a typical city centre food and beverage unit.

Is the site currently vacant?

- ☒ Yes
- ☐ No

If Yes, please describe the last use of the site

The premises is currently vacant but was most recently occupied and operated as a noodle bar under the trading name Malatang Express. The unit functioned as a hot food takeaway and sit-in restaurant, incorporating a customer serving counter, commercial kitchen facilities, seating for on-site dining, and associated extraction and ventilation systems.

The lawful use of the premises is established as a food and beverage operation at ground floor level, forming part of the active commercial frontage along Oxford Street.

When did this use end (if known)?

01/12/2025

Does the proposal involve any of the following? If Yes, you will need to submit an appropriate contamination assessment with your application.

Land which is known to be contaminated

☐ Yes

☒ No

Land where contamination is suspected for all or part of the site

☐ Yes

☒ No

A proposed use that would be particularly vulnerable to the presence of contamination

☐ Yes

☒ No

Materials

Does the proposed development require any materials to be used externally?

☒ Yes

☐ No

Please provide a description of existing and proposed materials and finishes to be used externally (including type, colour and name for each material)

Type:

Other

Other (please specify):

shop front/signage

Existing materials and finishes:

The existing shopfront comprises a painted metal-framed glazed frontage at ground floor level, finished in a dark grey tone. The framing is of standard aluminium construction with clear glazed panels and a fully glazed entrance door positioned to the left-hand side of the unit when viewed from Oxford Street. Above the glazing, the unit incorporates a conventional fascia zone with surface-applied signage associated with the previous occupier. The fascia is of standard construction and proportion, consistent with neighbouring commercial units along Oxford Street. A small projecting sign is mounted perpendicular to the façade at fascia level, supported on a simple metal bracket and mechanically fixed to the external wall. Overall, the existing external materials and signage arrangement are typical of a high street commercial unit, comprising painted metal framing, glazed panels, applied fascia signage, and a modest projecting sign element.

Proposed materials and finishes:

The proposed external alterations comprise replacement fascia signage (ST-A), signage to existing glazing (ST-B) a projecting sign (ST-C), an internal 'promo' screen (ST-D) and an external 'promo' screen (ST-E). The primary fascia signage will be formed from a 3mm aluminium composite (diabond) back panel, finished in white (RAL 9010 / brand equivalent), incorporating an opaque black surround to frame the sign face. The Chopstix logo elements will be fabricated from semi-translucent acrylic in the brand colours Ruby Red (RAL 3003 equivalent) and Yellow Green (RAL 6018 equivalent). These elements will incorporate integrated low-energy LED illumination, allowing light transmission whilst maintaining colour consistency in both daytime and night-time conditions. The "For the flavour cravers" strapline signage will comprise a combination of 2D surface-applied black vinyl graphics and 3D built-up acrylic lettering. The built-up lettering will be manufactured from semi-translucent Ruby Red acrylic with integrated low-energy LED illumination. All components will be mechanically fixed to the fascia panel using appropriate concealed fixings. The proposed projecting sign will comprise a powder-coated aluminium frame and return, finished in durable black to match the fascia surround. The sign panel will be acrylic with applied brand vinyl graphics and integrated low-energy LED illumination. The supporting bracket will be fabricated steel, powder-coated black, and mechanically fixed to the existing façade using suitable masonry fixings. The proposal includes the installation of internal and external LED display screens associated with the commercial use of the premises. The external LED screen will be positioned above the existing fascia zone and designed as a slimline, fixed installation, proportioned to sit within the established shopfront hierarchy and to minimise visual impact on the Oxford Street streetscape. The internal screen will be located within the display zone behind the glazing and oriented towards the street. Both screens will incorporate controlled luminance levels and timed operation to limit glare and protect the amenity and character of the surrounding area. All materials are factory-finished, colourfast, durable, and weather-resistant, and are appropriate for long-term external exposure within a high street environment.

Are you supplying additional information on submitted plans, drawings or a design and access statement?

☒ Yes

☐ No

If Yes, please state references for the plans, drawings and/or design and access statement

9987-HYP-ZZ-00-D-A-021 (EXISTING GA PLAN, SECTION & ELEVATION)
9987-HYP-ZZ-00-D-A-200 (PROPOSED ELEVATION, SECTIONS & SIGNAGE DETAIL E)
9987-HYP-ZZ-00-D-A-500 (PROPOSED FASCIA SIGNAGE DETAIL (ST-A, B & D))
9987-HYP-ZZ-00-D-A-501 (SIGN TYPE C DETAILS (PROPOSED PROJECTION SIGNAGE))

Pedestrian and Vehicle Access, Roads and Rights of Way

Is a new or altered vehicular access proposed to or from the public highway?

☐ Yes

☒ No

Is a new or altered pedestrian access proposed to or from the public highway?

☐ Yes

☒ No

Are there any new public roads to be provided within the site?

- ☐ Yes
☒ No

Are there any new public rights of way to be provided within or adjacent to the site?

- ☐ Yes
☒ No

Do the proposals require any diversions/extinguishments and/or creation of rights of way?

- ☐ Yes
☒ No

Vehicle Parking

Does the site have any existing vehicle/cycle parking spaces or will the proposed development add/remove any parking spaces?

- ☐ Yes
☒ No

Trees and Hedges

Are there trees or hedges on the proposed development site?

- ☐ Yes
☒ No

And/or: Are there trees or hedges on land adjacent to the proposed development site that could influence the development or might be important as part of the local landscape character?

- ☐ Yes
☒ No

Assessment of Flood Risk

Is the site within an area at risk of flooding? (Check the location on the Government's [Flood map for planning](#). You should also refer to national [standing advice](#) and your local planning authority requirements for information as necessary.)

- ☐ Yes
☒ No

Is your proposal within 20 metres of a watercourse (e.g. river, stream or beck)?

- ☐ Yes
☒ No

Will the proposal increase the flood risk elsewhere?

- ☐ Yes
☒ No

How will surface water be disposed of?

- ☐ Sustainable drainage system
☐ Existing water course
☐ Soakaway
☒ Main sewer
☐ Pond/lake

Biodiversity and Geological Conservation

Is there a reasonable likelihood of the following being affected adversely or conserved and enhanced within the application site, or on land adjacent to or near the application site?

To assist in answering this question correctly, please refer to the help text which provides guidance on determining if any important biodiversity or geological conservation features may be present or nearby; and whether they are likely to be affected by the proposals.

a) Protected and priority species

- ☐ Yes, on the development site
☐ Yes, on land adjacent to or near the proposed development
☒ No

b) Designated sites, important habitats or other biodiversity features

- ☐ Yes, on the development site
☐ Yes, on land adjacent to or near the proposed development
☒ No

c) Features of geological conservation importance

- ☐ Yes, on the development site
☐ Yes, on land adjacent to or near the proposed development
☒ No

Supporting information requirements

Where a development proposal is likely to affect features of biodiversity or geological conservation interest, you will need to submit, with the application, sufficient information and assessments to allow the local planning authority to determine the proposal.

Failure to submit all information required will result in your application being deemed invalid. It will not be considered valid until all information required by the local planning authority has been submitted.

Your local planning authority will be able to advise on the content of any assessments that may be required.

Biodiversity net gain

Biodiversity net gain is a legal requirement for planning permission introduced on 12 February 2024. All applications are required to either provide detailed information proving there will be a biodiversity increase; or explain why the requirement does not apply to the development.

Do you believe that, if the development is granted permission, the general Biodiversity Gain Condition (as set out in [Paragraph 13 of Schedule 7A of the Town and Country Planning Act 1990 \(as amended\)](#)) would apply?

- ☐ Yes
☒ No

Biodiversity net gain has been introduced as a general condition for planning permission. As set out in [The Environment Act 2021](#): "grants of planning permission in England [are] to be subject to a condition to secure that the biodiversity gain objective is met". Therefore, in England, all planning permissions are generally subject to biodiversity gain rules, unless they are specifically exempt or out of scope.

If you have stated that the biodiversity net gain requirement does not apply to your application you must provide the reason(s) why, and may also need to supply evidence (especially where you believe the application is eligible for the 'de minimis' exemption).

Please add all the reasons why biodiversity net gain does not apply and enter a justification for each one

Reason biodiversity net gain does not apply:

Development subject to the de minimis exemption (development below the threshold)

What best describes the size of your site?:

Over 25 square metres

Please justify the reason why biodiversity net gain does not apply:

Refurbishment work only

Note: Please read the help text for further information why developments may be exempt or not in scope.

Foul Sewage

Please state how foul sewage is to be disposed of:

- ☒ Mains sewer
- ☐ Septic tank
- ☐ Package treatment plant
- ☐ Cess pit
- ☐ Other
- ☐ Unknown

Are you proposing to connect to the existing drainage system?

- ☐ Yes
- ☒ No
- ☐ Unknown

Waste Storage and Collection

Do the plans incorporate areas to store and aid the collection of waste?

- ☐ Yes
- ☒ No

Have arrangements been made for the separate storage and collection of recyclable waste?

- ☐ Yes
- ☒ No

Trade Effluent

Does the proposal involve the need to dispose of trade effluents or trade waste?

- ☒ Yes
- ☐ No

If Yes, please describe the nature, volume and means of disposal of trade effluents or waste

The proposal does not introduce any new industrial process or ongoing trade effluent beyond that associated with the established lawful use of the premises as a food and beverage unit.

The only trade waste arising in connection with this application will relate to the refurbishment works. This will comprise typical construction waste including removed fixtures and fittings, packaging materials, redundant signage elements, and general fit-out materials.

All waste arising during the refurbishment phase will be segregated where practicable and removed from site by a licensed waste contractor for appropriate recycling or disposal at an authorised facility. No trade effluent discharge is proposed as part of the refurbishment works.

Residential/Dwelling Units

Does your proposal include the gain, loss or change of use of residential units?

- ☐ Yes
☒ No

All Types of Development: Non-Residential Floorspace

Does your proposal involve the loss, gain or change of use of non-residential floorspace?

Note that 'non-residential' in this context covers all uses except Use Class C3 Dwellinghouses.

- ☐ Yes
☒ No

Employment

Are there any existing employees on the site or will the proposed development increase or decrease the number of employees?

- ☒ Yes
☐ No

Existing Employees

Please complete the following information regarding existing employees:

Full-time

0

Part-time

0

Total full-time equivalent

0.00

Proposed Employees

If known, please complete the following information regarding proposed employees:

Full-time

5

Part-time

5

Total full-time equivalent

10.00

Hours of Opening

Are Hours of Opening relevant to this proposal?

- ☒ Yes
☐ No

Please add details of the of the Use Classes and hours of opening for each non-residential use proposed.

If you do not know the hours of opening, select the Use Class and tick 'Unknown'

Use Class:

E(b) - Sale of food and drink for consumption mostly on the premises

Unknown:

No

Monday to Friday:

Start Time:

11:00

End Time:

21:00

Saturday:

Start Time:

11:00

End Time:

21:00

Sunday / Bank Holiday:

Start Time:

11:00

End Time:

21:00

Industrial or Commercial Processes and Machinery

Does this proposal involve the carrying out of industrial or commercial activities and processes?

- ☐ Yes
☒ No

Is the proposal for a waste management development?

- ☐ Yes
☒ No

Hazardous Substances

Does the proposal involve the use or storage of Hazardous Substances?

- ☐ Yes
- ☒ No

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Sign Type A (ST-A)– Fascia Strapline Signage (“For the flavour cravers”)

The fascia strapline signage will be positioned within the existing fascia zone on the principal elevation. It will comprise a 3mm aluminium composite (diabond) back panel with applied 2D vinyl graphics and selected 3D built-up acrylic lettering incorporating integrated low-energy LED illumination.

The central line of text will be formed from individually mounted semi-translucent acrylic letters in Ruby Red (RAL 3003 equivalent) with internal illumination. The upper and lower lines will be non-illuminated surface-applied vinyl graphics. The signage will be mechanically fixed using concealed fixings.

Sign Type B (ST-B) – “Chopstix” Logo Signage (Internally Mounted)

The primary “Chopstix” logo signage will be internally mounted to the glazed fanlight above main entrance and will be visible from the public realm.

The signage will comprise semi-translucent acrylic lettering and logo elements in Ruby Red (RAL 3003 equivalent) and Yellow Green (RAL 6018 equivalent), incorporating low-energy LED illumination.

Sign Type C (ST-C) – Projecting Sign (Replacement)

The proposed projecting sign will replace an existing projecting sign in the same location at fascia level, with no relocation or enlargement.

It will comprise a powder-coated aluminium frame and return finished in black, fixed to the existing façade using appropriate masonry fixings. The sign panel will be acrylic with applied vinyl graphics and integrated low-energy LED illumination. The proposal represents a like-for-like replacement in terms of scale and position.

Sign Type D (ST-D) – Internal LED Digital Display Screen

An internally mounted LED digital display screen is proposed behind the shopfront glazing. The screen will display brand-related promotional content and will be fully contained within the internal fit-out, with no projection beyond the glazing line.

Luminance levels will be controlled to ensure no adverse impact on highway safety or neighbouring amenity.

Sign Type E (ST-E) – External LED Digital Display Screen

An externally mounted LED digital display screen is proposed above the existing fascia zone. The unit will be securely fixed to the façade with concealed cabling.

The screen will display brand-related marketing content and will operate at controlled luminance levels suitable for a city centre location, with brightness capable of adjustment in response to ambient conditions. The installation sits within the established commercial signage zone and reflects contemporary high street digital display practice.

Advertisement Type:

Fascia Sign

Height:

0.75 metres

Width:

5.4 metres

Depth:

0.12 metres

What is the height from the ground to the base of the advertisement?:

3.45 metres

What is the maximum projection of the advertisement from the face of the building?:

0.15 metres

What is the maximum height of any of the individual letters and symbols?:

0.13 centimetres

What materials will the advertisement be made of?:

Sign Type A (ST-A) - The central line of text will be formed from individually mounted, semi-translucent acrylic letters in the brand colour (Ruby Red – RAL 3003 equivalent) with internal LED illumination. The upper and lower lines will be non-illuminated, surface-applied vinyl graphics. The signage will be mechanically fixed to the façade using appropriate concealed fixings.

The colour of text and background:

The fascia signage will comprise a supporting 3mm aluminium composite (diabond) back panel, finished in white (RAL 9010). In respect of the "For the flavour cravers" elements, the 2D vinyl outline text (where applicable) will be finished in black to provide clear visual contrast against the white fascia background. The central 3D built-up lettering will be fabricated in semi-translucent Ruby Red acrylic (RAL 3003 equivalent), incorporating integrated low-energy LED illumination. This build-up allows illumination to pass through the letter faces whilst maintaining brand colour consistency and legibility during both daytime and night-time conditions. All finishes will be factory-applied, colourfast, durable, and suitable for long-term external exposure within a town centre high street environment.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:350 cd/m²**Will the illumination be static or intermittent?:**

Static

Advertisement Type:

Projecting or Hanging Sign

Height:

1 metres

Width:

1 metres

Depth:

1.2 metres

What is the height from the ground to the base of the advertisement?:

3.2 metres

What is the maximum projection of the advertisement from the face of the building?:

1.2 metres

What is the maximum height of any of the individual letters and symbols?:

0.75 centimetres

What materials will the advertisement be made of?:

Sign Type C (ST-C) - The proposed projecting sign will comprise a powder-coated aluminium frame and return, mechanically fixed to the existing building façade using appropriate masonry fixings. The supporting bracket will be formed from fabricated steel, finished in a durable

powder-coated black coating to provide weather resistance and visual consistency with the fascia signage. The sign panel will be constructed from acrylic with applied brand vinyl graphics to both faces. The panel will incorporate integrated low-energy LED illumination to provide consistent internal illumination, ensuring legibility during hours of darkness whilst maintaining controlled luminance levels suitable for a town centre environment. All materials will be factory finished, durable, weather-resistant, and suitable for long-term external use within a high street setting. Full fabrication details, dimensions, and fixing methodology are provided within the accompanying drawing package.

The colour of text and background:

The projecting sign frame and return will be finished in a durable powder-coated black (RAL colour to match the fascia surround), providing a consistent visual relationship with the main fascia signage. The supporting bracket will also be powder coated black to ensure a cohesive appearance and long-term weather resistance. The sign faces will feature an opaque black background with the Chopstix logo formed in semi-translucent Ruby Red (RAL 3003 equivalent) and Yellow Green (RAL 6018 equivalent). These semi-translucent acrylic elements will allow internal LED illumination to pass through while maintaining brand colour consistency during both daytime and night-time conditions. All finishes are factory applied, colourfast, and suitable for long-term external exposure within a high street town centre environment.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

350 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

1.25 metres

Width:

0.7 metres

Depth:

0.07 metres

What is the height from the ground to the base of the advertisement?:

0.59 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

0 centimetres

What materials will the advertisement be made of?:

Sign Type D (ST-D) - The proposal includes the installation of a digitally operated LED display screen positioned internally behind the shopfront glazing. The screen will be mounted on an internal support frame and will not project beyond the glazing line or alter the external fabric of the building. The unit will be a commercial-grade display screen designed for continuous operation. It will display rotating promotional content relating to the Chopstix brand and in-store offers. Image transitions will be smooth, with no flashing, scrolling text, or rapid animation. The internal LED display screen will comprise a slimline black-framed unit positioned behind the existing shopfront glazing. When inactive, the screen will appear as a dark neutral surface set back within the glazing line, minimising visual prominence from the public realm. Displayed content will reflect Chopstix brand colours, predominantly incorporating Ruby Red (RAL 3003 equivalent), Yellow Green (RAL 6018 equivalent), black and white tones consistent with the established corporate identity. Colours will be digitally controlled to ensure clarity and legibility whilst avoiding excessive saturation or glare.

The colour of text and background:

The proposed digitally operated LED display screen will comprise a slimline, commercial-grade display unit finished with a matte black frame and housing. The unit will be mounted on an internal metal support frame positioned behind the existing shopfront glazing and will not project beyond the glazing line or require alteration to the external building fabric. The screen casing will be of powder-coated metal construction, designed for continuous commercial operation and internal use. All associated cabling and fixings will be concealed within the internal fit-out to ensure a clean and unobtrusive installation when viewed from the public realm. When inactive, the display will present as a dark, neutral surface set back behind the glazing, minimising its visual presence within the streetscape. The installation is entirely internal in nature, utilising durable, commercial-grade materials appropriate for long-term operational use within a high street environment.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

350 cd/m²

Will the illumination be static or intermittent?:

Intermittent

Advertisement Type:

Other type

Height:

2.5 metres

Width:

2.5 metres

Depth:

0.1 metres

What is the height from the ground to the base of the advertisement?:

4.2 metres

What is the maximum projection of the advertisement from the face of the building?:

0.5 metres

What is the maximum height of any of the individual letters and symbols?:

0 centimetres

What materials will the advertisement be made of?:

Signage Type E (ST-E) - An externally mounted LED digital display screen is proposed above the existing fascia zone. The unit will be securely fixed to the façade with concealed cabling. The screen will display brand-related marketing content and will operate at controlled luminance levels suitable for a city centre location, with brightness capable of adjustment in response to ambient conditions. The installation sits within the established commercial signage zone and reflects contemporary high street digital display practice.

The colour of text and background:

The external LED digital display screen will comprise a slimline unit with a matte black frame and housing to minimise visual prominence against the façade. When inactive, the screen will present as a dark neutral surface, reducing its visual impact within the streetscape. Displayed content will reflect established Chopstix brand colours, predominantly incorporating Ruby Red (RAL 3003 equivalent), Yellow Green (RAL 6018 equivalent), together with black and white tones consistent with the corporate identity. All colours will be digitally controlled to ensure clarity and legibility, whilst avoiding excessive brightness, glare or over-saturation, particularly during evening hours.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

350 cd/m²

Will the illumination be static or intermittent?:

Intermittent

Advertisement Type:

Fascia Sign

Height:

0.55 metres

Width:

1.69 metres

Depth:

0.06 metres

What is the height from the ground to the base of the advertisement?:

2.8 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

0.55 centimetres

What materials will the advertisement be made of?:

Sign Type B (ST-B) - The primary "Chopstix" logo signage will be externally mounted to fanlight glazing above entrance and will be clearly visible from Oxford Street. The signage will be configured to represent the established "Chopstix" logo form and will be fixed to an internal bulkhead or support framework within the premises. The lettering and logo elements will be fabricated from 3mm acrylic with applied brand vinyl finishes to the face. The sign will incorporate integrated low-energy LED modules to provide consistent internal illumination. The acrylic elements will be finished in the established brand colours, ensuring colour consistency and legibility in both daytime and night-time conditions when viewed from the public realm. As the signage is internally mounted, no alterations are proposed to the external building fabric. All materials will be durable and suitable for long-term commercial use within a high street environment.

The colour of text and background:

The "Chopstix" lettering will be formed in semi-translucent Ruby Red (RAL 3003 equivalent), with the accompanying logo element in Yellow Green (RAL 6018 equivalent), reflecting the established brand colour palette. The signage will be set against a dark internal background within the premises, allowing strong colour contrast and clear legibility when viewed from Oxford Street. The dark backdrop will ensure the red and green lettering remains visually prominent without reliance on excessive luminance. When illuminated, the colours will remain consistent and evenly diffused, maintaining clarity in both daytime and night-time conditions.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

350 cd/m²

Will the illumination be static or intermittent?:

Static

Please describe each of the 'Other type(s)' of advertising proposed

An internally mounted LED digital display screen is proposed within the front window, positioned to be visible from the street. The screen will display static and/or moving brand-related marketing content associated with the operation of the premises.

The screen will be mounted entirely within the internal fit-out and will not project beyond the glazing line. Luminance levels will be appropriately controlled to ensure that the display does not adversely impact highway safety or neighbouring amenity.

An externally mounted LED digital display screen is proposed above the existing fascia zone, fixed securely to the façade with all cabling concealed. The unit will comprise a slimline, matte black framed display designed for external commercial use. When inactive, the screen will appear as a dark, neutral surface, minimising visual prominence. The display will present digitally controlled brand-related marketing content at appropriate luminance levels suitable for a city centre environment.

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)

Find included dwg no. 9987-HYP-ZZ-00-D-A-021 including existing drawings and photos of the existing shop front in its current condition.

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

☒ Yes

☐ No

Advertisement(s) Period

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

From Date

23/02/2026

To Date

25/02/2036

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

Pre-application Advice

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

☐ Yes

☒ No

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.

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?

☐ Yes

☒ No

Interest In the Land

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

Ownership Certificates and Agricultural Land Declaration

Certificates under Article 14 - Town and Country Planning (Development Management Procedure) (England) Order 2015 (as amended)

Please answer the following questions to determine which Certificate of Ownership you need to complete: A, B, C or D.

Is the applicant the sole owner of all the land to which this application relates; and has the applicant been the sole owner for more than 21 days?

- ☐ Yes
☒ No

Can you give appropriate notice to all the other owners/agricultural tenants? (Select 'Yes' if there are no other owners/agricultural tenants)

- ☒ Yes
☐ No

Certificate Of Ownership - Certificate B

I certify/ The applicant certifies that:

- ☒ I have/The applicant has given the requisite notice to everyone else (as listed below) who, on the day 21 days before the date of this application, was the owner* and/or agricultural tenant** of any part of the land or building to which this application relates; or
☐ The applicant is the sole owner of all the land or buildings to which this application relates and there are no other owners* and/or agricultural tenants**.

* "owner" is a person with a freehold interest or leasehold interest with at least 7 years left to run.

** "agricultural tenant" has the meaning given in section 65(8) of the Town and Country Planning Act 1990

Owner/Agricultural Tenant

Name of Owner/Agricultural Tenant:

***** REDACTED *****

House name:

Number:

17

Suffix:

Address line 1:

Imperial Square

Address Line 2:

Town/City:

Cheltenham

Postcode:

GL50 1QZ

Date notice served (DD/MM/YYYY):

18/02/2026

Person Family Name:

Person Role

☐ The Applicant

☒ The Agent

Title

Mr.

First Name

Max

Surname

Scott

Declaration Date

18/02/2026

☒ Declaration made

Declaration

I/We hereby apply for Full planning & display of advertisements as described in the questions answered, details provided, 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.

I/We also accept that, in accordance with the Planning Portal's terms and conditions:

- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published as part of a public register and on the authority's website;
- Our system will automatically generate and send you emails in regard to the submission of this application.

☒ I / We agree to the outlined declaration

Signed

Francis Quinn

Date

18/02/2026