Planning Services, Adur & Worthing Councils

Portland House,
44 Richmond Road,
Worthing,
West Sussex,
BN11 1HS

Tel : 01903 221065
websites : www.adur.gov.uk or www.worthing.gov.uk
e-mail : planning@adur-worthing.gov.uk

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	230-264
Address line 1	Brighton Road
Address line 2	
Address line 3	
Town/city	Shoreham-By-Sea
Postcode	BN43 6RJ

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

Easting (x)	522533
Northing (y)	105140

Description

2. Applicant Details

Title	
First name	
Surname	Scott
Company name	Image Technique
Address line 1	Unit 3A, Saxon Business Park
Address line 2	Hanbury Road
Address line 3	Stoke Prior
Town/city	

2. Applicant Details

Country	
Postcode	B60 4AD

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	
Surname	Scott
Company name	Image Technique Ltd
Address line 1	Saxon Business Park
Address line 2	Stoke Prior
Address line 3	
Town/city	Bromsgrove
Country	
Postcode	B60 4AD
Primary number	
Secondary number	
Fax number	
Email	

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

001 - 'Shop day or night' sign to replace existing 'Entrance sign'
002 - Directional entrance sign
004 - Internally illuminated aluminium sign case with stretched PVC face to replace existing letters

Please select the type(s) of advertising you are proposing:

- [x] Fascia sign(s)
- [ ] Projecting or hanging sign(s)
- [ ] Hoarding(s)
- [x] 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?	3 metre(s)
What is the maximum projection of the advertisement from face of building?	0.2 metre(s)
Dimension:	Height: 0.74 x Width: 15.5 x Depth: 0.2 metre(s)
What materials will the sign be made of? Aluminium with vinyl graphics	
What is the maximum height of any of the individual letters and symbols?	32 cm
The colour of text and background Grey background with white and orange text.	
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?	4 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 2.3 x Width: 1.9 x Depth: 0 metre(s)
What materials will the sign be made of? Aluminium	
What is the maximum height of any of the individual letters and symbols?	2 cm
The colour of text and background White text	
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): 3	
What is the height from the ground to the base of the advertisement?	4 metre(s)
What is the maximum projection of the advertisement from face of building?	0.2 metre(s)
Dimension:	Height: 3 x Width: 3 x Depth: 0.2 metre(s)
What materials will the sign be made of? Aluminium and vinyl	
What is the maximum height of any of the individual letters and symbols?	100 cm

4. Type of Proposed Advertisement(s)

The colour of text and background Orange background with white text	
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

Other type(s): Please add details of each proposed advertisement

Other type(s): 1	
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 metre(s)
Dimension:	Height: 0.07 x Width: 1 x Depth: 0 metre(s)
What materials will the sign be made of? vinyl	
What is the maximum height of any of the individual letters and symbols?	7 cm
The colour of text and background white text	
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?	

Other type(s): 2	
What is the height from the ground to the base of the advertisement?	0.5 metre(s)
What is the maximum projection of the advertisement from face of building?	0.3 metre(s)
Dimension:	Height: 3 x Width: 1.5 x Depth: 0.3 metre(s)
What materials will the sign be made of? Aluminium panelling and vinyl graphics	
What is the maximum height of any of the individual letters and symbols?	80 cm
The colour of text and background Orange and grey background with white text	
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?	

4. Type of Proposed Advertisement(s)

Other type(s): 3	
What is the height from the ground to the base of the advertisement?	1 metre(s)
What is the maximum projection of the advertisement from face of building?	0.3 metre(s)
Dimension:	Height: 1.2 x Width: 1 x Depth: 0.3 metre(s)
What materials will the sign be made of? Aluminium panelling with vinyl graphics	
What is the maximum height of any of the individual letters and symbols?	40 cm
The colour of text and background Grey background with white text and yellow information box	
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?	

Other type(s): 4	
What is the height from the ground to the base of the advertisement?	1 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.8 x Width: 1 x Depth: 0 metre(s)
What materials will the sign be made of? vinyl	
What is the maximum height of any of the individual letters and symbols?	20 cm
The colour of text and background Orange background with white text	
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?	

Other type(s): 5	
What is the height from the ground to the base of the advertisement?	0.5 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.3 x Width: 0.6 x Depth: 0 metre(s)
What materials will the sign be made of? Aluminium panelling with vinyl graphics	
What is the maximum height of any of the individual letters and symbols?	5 cm
The colour of text and background Grey background with white text	

4. Type of Proposed Advertisement(s)

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?	

Other type(s): 6	
What is the height from the ground to the base of the advertisement?	1 metre(s)
What is the maximum projection of the advertisement from face of building?	0.02 metre(s)
Dimension:	Height: 0.7 x Width: 1 x Depth: 0.02 metre(s)
What materials will the sign be made of? Aluminium panelling with vinyl graphics	
What is the maximum height of any of the individual letters and symbols?	30 cm
The colour of text and background Grey and orange background with white text	
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?	

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

003 - White vinyl lines of text
005 - Freestanding directional sign
006 - Freestanding directional sign
007 - Information sign
008 - Information sign
009 - Information sign

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

001, 003, 005, 007, 009

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	04/11/2021
To	04/11/2026

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

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) 04/11/2021