# 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 | McDonald's Restaurant |
| Address line 1 | Eastern Avenue |
| Address line 2 | |
| Address line 3 | |
| Town/city | Shoreham-By-Sea |
| Postcode | BN43 6PW |

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

| | |
|---|---|
| Easting (x) | 522321 |
| Northing (y) | 105188 |

Description

## 2. Applicant Details

| | |
|---|---|
| Title | Other |
| Other | |
| First name | |
| Surname | . |
| Company name | MCDONALD'S RESTAURANTS LTD |
| Address line 1 | 11-59 HIGH ROAD, EAST FINCHLEY |
| Address line 2 | |
| Address line 3 | LONDON |

## 2. Applicant Details

| | |
|---|---|
| Town/city | |
| Country | United Kingdom |
| Postcode | N2 8AW |
| Primary number | |
| Secondary number | |
| Fax number | |
| Email address | |

Are you an agent acting on behalf of the applicant? (•) Yes ( ) No

## 3. Agent Details

| | |
|---|---|
| Title | Mrs |
| First name | Sarah |
| Surname | Carpenter |
| Company name | Planware Limited |
| Address line 1 | The Granary, First Floor |
| Address line 2 | 37 Walnut Tree Lane |
| Address line 3 | Sudbury |
| Town/city | Suffolk |
| Country | United Kingdom |
| Postcode | CO10 1BD |
| Primary number | |
| Secondary number | |
| Fax number | |
| Email | |

## 4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

THE INSTALLATION OF 5 NO. NEW DIGITAL FREESTANDING SIGNS AND 1 NO. 15" DIGITAL BOOTH SCREEN.

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

- [ ] Fascia sign(s)
- [ ] Projecting or hanging sign(s)
- [ ] Hoarding(s)
- [x] Other type(s)

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

## 4. Type of Proposed Advertisement(s)

| | |
|---|---|
| Other type(s): 1 | |
| What is the height from the ground to the base of the advertisement? | 0.74 metre(s) |
| What is the maximum projection of the advertisement from face of building? | 0 metre(s) |
| Dimension: | Height: 1.426 x Width: 1.648 x Depth: 0.108 metre(s) |
| What materials will the sign be made of?<br>DOUBLE DIGITAL MENU BOARD - GREY PPC ALUMINIUM PANELS WITH COLOUR DIGITAL DISPLAY TO FRONT FACE | |
| What is the maximum height of any of the individual letters and symbols? | 0 cm |
| The colour of text and background<br><br>VARIOUS COLOURS | |
| Will the sign be illuminated? | Yes |
| Will the sign be illuminated internally or externally? | Internally Illuminated |
| Illuminance levels | 600 cd/m2 |
| Will the illumination be static or intermittent? | Static |

| | |
|---|---|
| Other type(s): 2 | |
| What is the height from the ground to the base of the advertisement? | 0.74 metre(s) |
| What is the maximum projection of the advertisement from face of building? | 0 metre(s) |
| Dimension: | Height: 1.426 x Width: 1.648 x Depth: 0.108 metre(s) |
| What materials will the sign be made of?<br>DOUBLE DIGITAL MENU BOARD - GREY PPC ALUMINIUM PANELS WITH COLOUR DIGITAL DISPLAY TO FRONT FACE | |
| What is the maximum height of any of the individual letters and symbols? | 0 cm |
| The colour of text and background<br><br>VARIOUS COLOURS | |
| Will the sign be illuminated? | Yes |
| Will the sign be illuminated internally or externally? | Internally Illuminated |
| Illuminance levels | 600 cd/m2 |
| Will the illumination be static or intermittent? | Static |

| | |
|---|---|
| Other type(s): 3 | |
| What is the height from the ground to the base of the advertisement? | 1.03 metre(s) |
| What is the maximum projection of the advertisement from face of building? | 0 metre(s) |
| Dimension: | Height: 0.254 x Width: 0.327 x Depth: 0.09 metre(s) |
| What materials will the sign be made of?<br>DIGITAL BOOTH SCREEN - GREY PPC ALUMINIUM PANEL HOUSING 15" LCD DISPLAY SCREEN. | |
| What is the maximum height of any of the individual letters and symbols? | 0 cm |
| The colour of text and background<br><br>GREY | |

## 4. Type of Proposed Advertisement(s)

| Other type(s): 3 | |
|---|---|
| Will the sign be illuminated? | Yes |
| Will the sign be illuminated internally or externally? | Internally Illuminated |
| Illuminance levels | 1600 cd/m2 |
| Will the illumination be static or intermittent? | Static |

| Other type(s): 4 | |
|---|---|
| What is the height from the ground to the base of the advertisement? | 0.74 metre(s) |
| What is the maximum projection of the advertisement from face of building? | 0 metre(s) |
| Dimension: | Height: 1.426 x Width: 0.853 x Depth: 0.108 metre(s) |
| What materials will the sign be made of?<br>SINGLE DIGITAL MENU BOARD - GREY PPC ALUMINIUM PANELS WITH COLOUR DIGITAL DISPLAY TO FRONT FACE | |
| What is the maximum height of any of the individual letters and symbols? | 0 cm |
| The colour of text and background<br><br>VARIOUS COLOURS | |
| Will the sign be illuminated? | Yes |
| Will the sign be illuminated internally or externally? | Internally Illuminated |
| Illuminance levels | 600 cd/m2 |
| Will the illumination be static or intermittent? | Static |

| Other type(s): 5 | |
|---|---|
| What is the height from the ground to the base of the advertisement? | 0.74 metre(s) |
| What is the maximum projection of the advertisement from face of building? | 0 metre(s) |
| Dimension: | Height: 1.426 x Width: 1.648 x Depth: 0.108 metre(s) |
| What materials will the sign be made of?<br>DOUBLE DIGITAL MENU BOARD - GREY PPC ALUMINIUM PANELS WITH COLOUR DIGITAL DISPLAY TO FRONT FACE | |
| What is the maximum height of any of the individual letters and symbols? | 0 cm |
| The colour of text and background<br><br>VARIOUS COLOURS | |
| Will the sign be illuminated? | Yes |
| Will the sign be illuminated internally or externally? | Internally Illuminated |
| Illuminance levels | 600 cd/m2 |
| Will the illumination be static or intermittent? | Static |

| Other type(s): 6 | |
|---|---|
| What is the height from the ground to the base of the advertisement? | 0.74 metre(s) |

## 4. Type of Proposed Advertisement(s)

| | |
|---|---|
| Other type(s): 6 | |
| What is the maximum projection of the advertisement from face of building? | 0 metre(s) |
| Dimension: | Height: 1.426 x Width: 1.648 x Depth: 0.108 metre(s) |
| What materials will the sign be made of?<br>DOUBLE DIGITAL MENU BOARD - GREY PPC ALUMINIUM PANELS WITH COLOUR DIGITAL DISPLAY TO FRONT FACE | |
| What is the maximum height of any of the individual letters and symbols? | 0 cm |
| The colour of text and background<br><br>VARIOUS COLOURS | |
| Will the sign be illuminated? | Yes |
| Will the sign be illuminated internally or externally? | Internally Illuminated |
| Illuminance levels | 600 cd/m2 |
| Will the illumination be static or intermittent? | Static |

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

SEE ATTACHED SPECIFICATIONS.

## 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

PLEASE SEE DRAWING; P19-062-1256-03

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 | 19/12/2019 |
| To | 19/12/2029 |

## 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) 19/12/2019