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 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

Suffix

Property Name

New Wharf, Unit 3

Address Line 1

Brighton Road

Address Line 2

Address Line 3

West Sussex

Town/city

Shoreham-by-sea

Postcode

BN43 6RN

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

Easting (x)

522377

Northing (y)

105091

Description

Applicant Details

Name/Company

Title

Mr

First name

Richard

Surname

Belton

Company Name

Belton Signs

Address

Address line 1

Richmond House

Address line 2

Lawnswood Business Park

Address line 3

Town/City

Leeds

County

Nottinghamshire

Country

United Kingdom

Postcode

LS16 6QY

Are you an agent acting on behalf of the applicant?

◯ Yes
⊘ No

Contact Details

Primary number

***** REDACTED ******

Secondary number

Fax number

Email address

***** REDACTED ******

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

1 X ILLUMINATED FASCIA SIGN (5750mm x 1800mm) Company Name
1 x ILLUMINATED FASCIA SIGN (2000mm x 1900mm) Company Name
2 x ALLUMINIUM PANEL SIGNS (2900mm x 500mm) - Loading Bays
1 X VINYL GRAPHIC SIGN (19500mm | 1650mm | 250mm x 425mm) Reception sign in 3 panels

Please specify the type(s) and details of each proposed advertisement

Advertisement Type:
Fascia Sign

Height:
1.8 metres

Width:
5.75 metres

Depth:
0.196 metres

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

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

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

What materials will the advertisement be made of?:
SIGN A flex face box constructed and formed from flex aluminium extrusion p/coated 5002 blue. Box complete with digitally part block out flex face skin (text/logo to illuminate).

The colour of text and background:
Naby blue background with white text

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Internally

Illuminance levels:
232 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Fascia Sign

Height:
1.8 metres

Width:
14.4 metres

Depth:
0.196 metres

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

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

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

What materials will the advertisement be made of?:
SIGN B flex face box constructed and formed from flex aluminium extrusion p/coated 5002 blue. Box complete with digitally part block out flex face skin (text/logo to illuminate).

The colour of text and background:
Blue background with white text

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Internally

Illuminance levels:
232 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Fascia Sign

Height:
0.5 metres

Width:
2.9 metres

Depth:
0.05 metres

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

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

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

What materials will the advertisement be made of?:
SIGN C Folded aluminum panel having 50mm deep returns. Panel powder coated RAL 5002 Satin blue with face applied matt white vinyl. Panel secured with top and bottom aluminium fixing rails.

The colour of text and background:
blue background white text

Will the advertisement be illuminated?:

Advertisement Type:
Fascia Sign

Height:
0.5 metres

Width:
2.9 metres

Depth:
0.05 metres

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

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

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

What materials will the advertisement be made of?:
SIGN D Folded aluminum panel having 50mm deep returns. Panel powder coated RAL 5002 Satin blue with face applied matt white vinyl. Panel secured with top and bottom aluminium fixing rails.

The colour of text and background:
blue background and white text

Will the advertisement be illuminated?:

Advertisement Type:
Fascia Sign

Height:
0.042 metres

Width:

3.85 metres

Depth:
0.05 metres

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

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

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

What materials will the advertisement be made of?:
Sign E Made of 3 panels 1.9m | 1.65m | 0.02m. All 0.0425m in height with only the middle panel (1.65m) with the word Reception Digitally printed vinyl graphics with protective matt laminate. Graphics to be face applied to glazing.

The colour of text and background:
blue background white text

Will the advertisement be illuminated?:

Advertisement Type:
Other type

Height:
0.045 metres

Width:
0.045 metres

Depth:
0.01 metres

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

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

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

What materials will the advertisement be made of?:
Sign F Reverse cut frosted vinyl to be applied to Reception glazing

The colour of text and background:
frosted background with grey logo

Will the advertisement be illuminated?:

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

Vinyl logo stickers for reception door

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?

- [x] Yes
- [ ] No

Advertisement(s) Period

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

From Date

05/09/2025

To Date

08/09/2045

Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

- [ ] Yes
- [x] No

Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

- [x] Yes
- [ ] No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

- [ ] The agent
- [x] The applicant
- [ ] Other person

Pre-application Advice

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

- [ ] Yes
- [x] No

Interest In the Land

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

- [ ] Yes
- [x] 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?

- [x] 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

Declaration

I/We hereby apply for Consent to display an advertisement 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

Paul Allsopp

Date

19/09/2025