Planning Services, Adur District Council

Civic Centre,
Ham Road,
Shoreham-by-Sea,
West Sussex,
BN43 6PR

Tel : (01273) 263222 (calls may be recorded)
website : www.adur.gov.uk
e-mail : developmentcontrol@adur.gov.uk

ADUR DISTRICT COUNCIL

ADUR DISTRICT COUNCIL
PLANNING DIVISION
PLAN No.
DATE 04 SEP 2008

Application for consent to display an advertisement(s). Town and Country Planning (Control of Advertisement) Regulations 2007

Publication of planning applications on council web sites
Please note that with the exception of applicant contact details and Certificates of Ownership, the information provided on this application form and in supporting documents may be published on the council's website.
If any other information that is provided as part of the application which falls within the definition of personal data under the Data Protection Act and is not to be published on the council's website, please contact the council's planning department.

1. Applicant Name, Address and Contact Details

Title: Mr | First name: Nicholas | Surname: Dyball

Company name: Ricardo UK Ltd

Street address: Shoreham Technical Centre
Shoreham By Sea

Town/City:

County: West Sussex

Country: United Kingdom

Postcode: BN43 5FG

	Country Code	National Number	Extension Number
Telephone number:	[redacted]	[redacted]	
Mobile number:			
Fax number:	[redacted]	[redacted]	

Email address: nicholas.dyball@ricardo.com

Are you an agent acting on behalf of the applicant? ○ Yes ◉ No

2. Agent Name, Address and Contact Details

No Agent details were submitted for this application

3. Site Address Details

Full postal address of the site (including full postcode where available)

House: 0 | Suffix:

House name: Shoreham Technical Centre

Street address: Old Shoreham Road

Town/City: SHOREHAM-BY-SEA

County: West Sussex

Postcode: BN43 5FG

Description of location or a grid reference
(must be completed if postcode is not known):

Easting: 520468

Northing: 106034

Description:

4. 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: Mr First name: Keith Surname: Morgan

Reference: e:mail

Date (DD/MM/YYYY): 18-Aug-08 (Must be pre-application submission)

Details of the pre-application advice received:

Nicholas,
It seems likely that an application for express consent to display an advertisement will be required. For application forms please see the Council's website or go to the Planning Portal where an application can be made on-line. The application fee is £95.
Under deemed consent provisions in the Regulations, up to 4.6 square metres of non-illuminated advertisements in overall total can be displayed on forecourt areas (which means on all the areas of the site other than on the buildings themselves) without making an application. This is provided no individual sign exceeds 1.55sqm. However, I would expect this total is likely to have been exceeded by the existing signage. Advertisements are defined in the Regs as including directional and warning signs.
I hope this answers yr enquiry.
Regards
Keith Morgan
Planning Services Manager

5. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal? ( ) Yes (•) No

6. Council Employee / Member

Is the applicant or agent related to any member of staff or elected member of the council? ( ) Yes (•) No

7. Description of Proposed Advertisement(s)

Please describe the proposed advertisement(s):

x1, two dimensional stainless steel 'R' attached to the West facing elevation.
x1, two dimensional free standing curved monolith sign 2750 x 1250 mm, landscape in rolled aluminum with steel internal frame, with flat cut aluminium text and logo to the face and posts to the sides at the entrance to the West Car Park (Old Shoreham Road opposite the junction to Almond Avenue) to replace exisitng signage. This will include the words Shoreham Technical Centre see artists impression ND4 01.
x1, two dimensional free standing curved monolith sign 3000 x 1000 mm consisting of a steel sub frame with base plates and ground cages. 2 contour posts fixed to sides with 2 rolled 2 mm thick aluminum panels with flat cut aluminum text and logo to 1 side slid between contour posts dispalying the words reception, Parking etc. (See ND401) on the Old Shoreham Road opposite the junction to Almond Avenue
x1, two dimensional free standing curved monolith sign 1524 x 1200 mm consisting of a steel sub frame with base plates and ground cages. 2 contour posts fixed to sides with 2 rolled 2 mm thick aluminium panels with flat cut aluminium text and logo to 1 side slid between contour posts sited at the (old) entrance to Shoreham Technical Centre - the entrance adjacent to the ADUR footbridge on old Shoreham Road

How many of the following type of advertisements are you applying for?

Fascia sign(s) 1 Projecting or hanging sign(s) 0 Hoarding(s) 0 Other 3

Please describe:

Free Standing Signs Monolith Signs
x2 - Entrance to new reception on Old Shoreham Road
x1 - Exisitng entrance on Old Shoreham Road closest to ADUR footbridge (Toll)

8. Advertisement Display

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).

See ND4 03 (photograph of old sign)

Will the proposed advertisement(s) project over a footpath or other public highway? ( ) Yes (•) No

9. Advertisement(s) Period

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

From: 15/09/2008 To: 14/08/2013

10. Interest in the Land

Does the applicant own the land or buildings where the adverts are to be placed? (•) Yes ( ) No

11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)? 4.77 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.05 m

What are the dimensions of the proposed advertisement? Height: .90m x Width: 1.3 x Depth: 0.002 metres

What materials will the sign be made of?

Stainless Steel. The letter R will be a stand alone, single letter attached to the West elevation Picture reference ND401 with 50 mm returns t

What is the maximum height of any of the individual letters and symbols (in centimetres)? 90 cm

The colour of text and background:

Stainless Steel (Silver) on grey cladding

Will the sign be illuminated? ○ Yes ◉ No

11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)? m

What is the maximum projection of the advertisement from face of building (in metres)? m

What are the dimensions of the proposed advertisement? Height: x Width: x Depth: metres

What materials will the sign be made of?

What is the maximum height of any of the individual letters and symbols (in centimetres)? cm

The colour of text and background:

Will the sign be illuminated? ○ Yes ◉ No

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)? 0.25 m

What is the maximum projection of the advertisement from face of building (in metres)? 0 m

What are the dimensions of the proposed advertisement? Height: 1.250 x Width: 2.75 x Depth: 0.2 metres

What materials will the sign be made of?

The sign will be bolted / welded to a metal framework (see ND4 02) Curved monolith sign 2750 x 1250 mm, landscape in rolled aluminum w

What is the maximum height of any of the individual letters and symbols (in centimetres)? 90 cm

The colour of text and background:

Blue R on White Background plus the words Shoreham Technical Centre in Black writing

Will the sign be illuminated? ◉ Yes ○ No

Will the sign be illuminated internally or externally? ○ Internally ◉ Externally

Illuminance Levels: 681000 cd/m

Will the illumination be static or intermittent? ◉ Static ○ Intermittent

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)? 0 m

What is the maximum projection of the advertisement from face of building (in metres)? 0 m

What are the dimensions of the proposed advertisement? Height: 3 x Width: 1 x Depth: 0.002 metres

What materials will the sign be made of?

Alluminium / steel - Curved monolith sign 3000 x 1000 mm consisting of a steel sub frame with base plates and ground cages. 2 contour pos

What is the maximum height of any of the individual letters and symbols (in centimetres)? 90 cm

The colour of text and background:

Blue Ricardo R on dark grey / black background. Secondary writing in white Photo reference ND402

Will the sign be illuminated? ○ Yes ◉ No

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)? 0 m

What is the maximum projection of the advertisement from face of building (in metres)? 0 m

What are the dimensions of the proposed advertisement? Height: 1.52 x Width: 1.2 x Depth: 0.3 metres

What materials will the sign be made of?

Alluminium / Steel - Curved monolith sign 1524 x 1200 mm consisting of a steel sub frame with base plates and ground cages. 2 contour po

What is the maximum height of any of the individual letters and symbols (in centimetres)? 90 cm

The colour of text and background:

Blue R on grey / black background with other letters in white Photo reference ND4-04

Will the sign be illuminated? ○ Yes ◉ No

12. 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? (Please select only one)

○ The agent ◉ The applicant ○ Other person

13. Declaration

I/we hereby apply for planning permission/consent as described in this form and the accompanying plans/drawings and additional information. ☒

Date 03-Sep-08

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PLAN
No.
DATE
AD/16/08/AP
04/08/2008

SHOREHAM TECHNICAL CENTRE





n - 1:500@A1

PLANNING DIVISION
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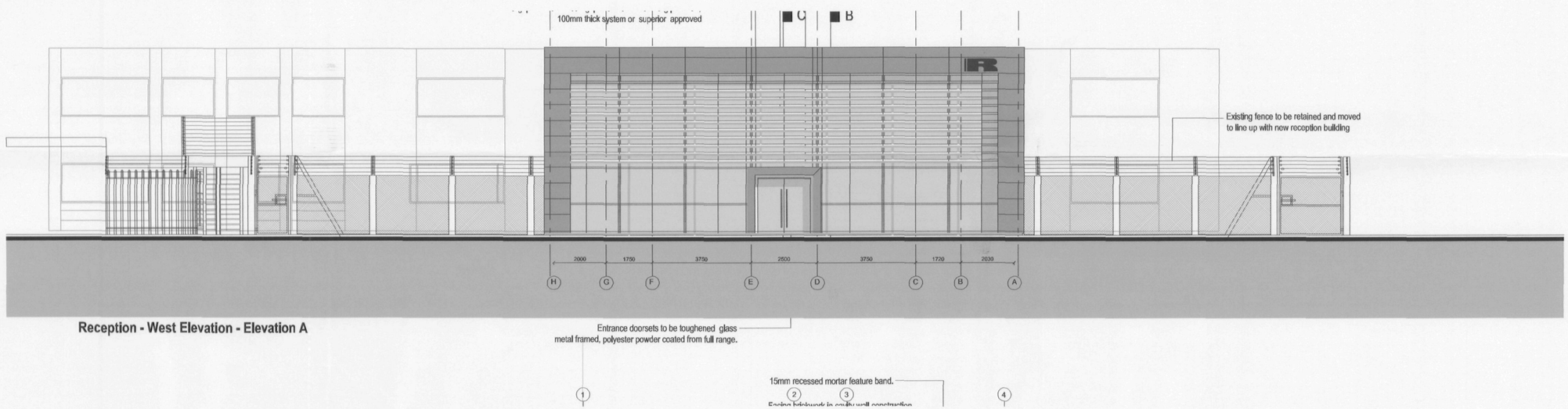
DATE 04 SEP 2008

ND4 01c - Ricardo R on the elevation



Reception - West Elevation - Elevation A

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Shoreham Technical Centre
Sign mock-up



ND403

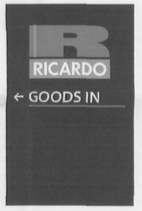


ND402 (2.7m x 1m x 0.3m)



(2.5m x 1m x 0.3m)





ND404
(1.3m x 1m x 0.3m)

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PLAN No. Ad0a2608
DATE 04 SEP 2008