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	35-37
Address line 1	High Street
Address line 2	
Address line 3	
Town/city	Shoreham-By-Sea
Postcode	BN43 5DD

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

Easting (x)	521480
Northing (y)	104993

Description

2. Applicant Details

Title	Mr
First name	G
Surname	Robson
Company name	Ladbrokes Betting & Gaming Limited
Address line 1	19-21 Station Road
Address line 2	Harold Wood
Address line 3	
Town/city	Romford

2. Applicant Details

Country	United Kingdom
Postcode	RM3 0BP

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

Primary number	
Secondary number	
Fax number	
Email address	

3. Agent Details

Title	Ms
First name	Altine
Surname	Elias
Company name	Elias Topping
Address line 1	137 Newhall Street
Address line 2	
Address line 3	
Town/city	Birmingham
Country	UK
Postcode	B3 1SF
Primary number	
Secondary number	
Fax number	
Email	

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Steel fabricated poster panels with low voltage LED lighting above and digital marketing screen with ultra high LED display within shopfront i.e. internal display not external

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

Other type(s): 1	
What is the height from the ground to the base of the advertisement?	0.205 metre(s)

4. Type of Proposed Advertisement(s)

What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 2 x Width: 0.7 x Depth: 0.2 metre(s)
What materials will the sign be made of? Steel fabrciated welded frame poster panels	
What is the maximum height of any of the individual letters and symbols?	50 cm
The colour of text and background Various, to be changed regularly	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	40 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?	0.76 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 1 x Width: 2 x Depth: 0.83 metre(s)
What materials will the sign be made of? Please see data sheet	
What is the maximum height of any of the individual letters and symbols?	90 cm
The colour of text and background Various, digital screen with scrolling messages	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	100 cd/m2
Will the illumination be static or intermittent?	Intermittent

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

Steel fabricated poster panels with low voltage LED lighting above and digital marketing screen with ultra high LED display within shopfront i.e. internal display not external

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

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 07/10/2020

6. Advertisement(s) Period

To 07/10/2025

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) 07/10/2020