

LU/217/11/A.

Supporting Statement – Planning Application for 2 No. advertisement banners on the Civic Centre, Maltravers Road, Littlehampton, BN17 5LF.

The intention is to erect 2 No. banners on the South Elevation of the Civic Centre, Maltravers Road, Littlehampton.

The location of the banners is identified upon the photograph elevations provided and the size of the banners will be 1200mm high by 4000mm in length.

No specific banner has been designed as the intention is for the advertisements to be changeable. Subjects advertised will relate to issues associated with Council business.

As the banners are to be changeable I am unable to provide details regarding colour and design although I have specified that the maximum height of any individual letter and / or symbol will not exceed 268mm. The banners will be erected upon a frame which will be fixed to the wall. The overall banner and frame will not exceed the size specified and will not project more than 50mm from the face of the building.

I have not specified an advertisement period within the application document as the Council wish the permission not to be time limited to a short period. This will allow the Council to advertise and promote issues relative to the community and the Council's operations.