

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	Unit 2
Address line 1	Broad Piece
Address line 2	
Address line 3	
Town/city	Littlehampton
Postcode	BN17 5RA
Description of site location must be completed if postcode is not known:	
Easting (x)	501753
Northing (y)	102682
Description	
Currys	

2. Applicant Details

Title	
First name	
Surname	Currys Group Ltd
Company name	
Address line 1	1 Portal Way
Address line 2	
Address line 3	
Town/city	Acton

2. Applicant Details

Country	
Postcode	W3 6RS
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	TRACY
Surname	BARWICK
Company name	Spencer Signs Ltd
Address line 1	1 70 Scarborough street
Address line 2	
Address line 3	
Town/city	Hull
Country	United Kingdom
Postcode	HU3 4TG
Primary number	
Secondary number	
Fax number	
Email	

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

3 no. internally illuminated flexface signs

2no. Non-illuminated signs

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

☒ Fascia sign(s)

☐ Projecting or hanging sign(s)

☐ Hoarding(s)

☐ Other type(s)

Please add details of each proposed fascia sign

Fascia sign(s): 1	
What is the height from the ground to the base of the advertisement?	3.91 metre(s)

4. Type of Proposed Advertisement(s)

What is the maximum projection of the advertisement from face of building?	0.196 metre(s)
Dimension:	Height: 3.012 x Width: 6.013 x Depth: 0.196 metre(s)
What materials will the sign be made of?	
Sign 1 - Triangular shape aluminium extrusion flexface sign with PVC printed skin and internal LED illumination	
What is the maximum height of any of the individual letters and symbols?	228 cm
The colour of text and background	
P2091c/White	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	300 cd/m2
Will the illumination be static or intermittent?	Static

Fascia sign(s): 2	
What is the height from the ground to the base of the advertisement?	3.429 metre(s)
What is the maximum projection of the advertisement from face of building?	0.089 metre(s)
Dimension:	Height: 2.1 x Width: 8 x Depth: 0.089 metre(s)
What materials will the sign be made of?	
Sign 2 - Aluminium extrusion retr-frame with printed PVC skin	
What is the maximum height of any of the individual letters and symbols?	189 cm
The colour of text and background	
P2091c/P7499c/P9480c/white	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Fascia sign(s): 3	
What is the height from the ground to the base of the advertisement?	2.62 metre(s)
What is the maximum projection of the advertisement from face of building?	0.089 metre(s)
Dimension:	Height: 0.68 x Width: 4.94 x Depth: 0.089 metre(s)
What materials will the sign be made of?	
Sign 3 - You're here - folded aluminium tray powder coated to P2091c with applied vinyl details to the face	
What is the maximum height of any of the individual letters and symbols?	188 cm
The colour of text and background	
P2091c/White	

4. Type of Proposed Advertisement(s)

Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Fascia sign(s): 4	
What is the height from the ground to the base of the advertisement?	3.987 metre(s)
What is the maximum projection of the advertisement from face of building?	0.196 metre(s)
Dimension:	Height: 2.13 x Width: 9 x Depth: 0.196 metre(s)
What materials will the sign be made of?	
Sign 4 - Side elevation - Aluminium extrusion flexface sign with printed PVC skin and internal LED illumination to logos only	
What is the maximum height of any of the individual letters and symbols?	80 cm
The colour of text and background	
P2091c/White	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	300 cd/m2
Will the illumination be static or intermittent?	Static

Fascia sign(s): 5	
What is the height from the ground to the base of the advertisement?	6.38 metre(s)
What is the maximum projection of the advertisement from face of building?	0.196 metre(s)
Dimension:	Height: 2.18 x Width: 7.8 x Depth: 0.196 metre(s)
What materials will the sign be made of?	
Sign 5 - Rear - Aluminium extrusion flexface sign with printed PVC skin and internal LED illumination to logo only	
What is the maximum height of any of the individual letters and symbols?	82 cm
The colour of text and background	
P2091c/White	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	300 cd/m2
Will the illumination be static or intermittent?	Static

5. Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

☐ Yes ☒ No

5. Location of Advertisement(s)

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

existing elevations and photos are provided in the documents

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

01/11/2021

To

01/11/2026

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)

18/10/2021