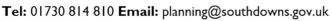
Planning

South Downs National Park Authority South Downs Centre North Street Midhurst GU29 9DH





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			
The Newmarket Inn			
Address Line 1			
Old Brighton Road			
Address Line 2			
Address Line 3			
East Sussex			
Town/city			
Lewes			
Postcode			
BN7 3JJ			
Description of site location must	be completed if postcode is not known:		
Easting (x)	Northing (y)		
537887	109102		
Description			

Applicant Details
Name/Company
Title
Ms
First name
S
Surname
Lydford
Company Name
Mutual Associates Ltd
Address
Address line 1
1000 Lakeside
Address line 2
Western Road
Address line 3
Town/City
Portsmouth
County
Hampshire
Country
United Kingdom
Postcode
PO6 3FE
Are you an agent acting on behalf of the applicant?
Yes
○ No
Contact Details
Primary number

Secondary number
Fax number
Email address
Agent Details
Name/Company
Title
Mr
First name
Matthew
Surname
Holmes
Company Name
Spruce Town Planning Ltd
Address
Address line 1
Office 9
Address line 2 Florida Court Business Control
Fleming Court Business Centre
Address line 3
Leigh Road
Town/City
Eastleigh
County
Hampshire
Country
Postcode
SO50 9PD

Contact Details
Primary number
***** REDACTED *****
Secondary number
Fax number
Email address
***** REDACTED ******
Type of Proposed Advertisement(s)
Please describe the proposed advertisement(s)
Installation of a 7.5m totem sign (alternative scheme to the sign approved under application ref.SDNP/23/01647/ADV)
Please specify the type(s) and details of each proposed advertisement
Thease specify the type(s) and details of each proposed advertisement
Advertisement Type:
Other type
Height: 7.5 metres
Width:
1.8 metres Depth:
0.5 metres
What is the height from the ground to the base of the advertisement?: 5.2 metres
What is the maximum projection of the advertisement from the face of the building?:
0 metres
What is the maximum height of any of the individual letters and symbols?: 180 centimetres
What materials will the advertisement be made of?: Aluminium, acrylic and vinyl
The colour of text and background: Green and white Starbucks logo
Will the advertisement be illuminated?: Yes
Will the advertisement be illuminated internally or externally?: Internally
Illuminance levels: 280 cd/m ²
Will the illumination be static or intermittent?: Static

Please describe each of the 'Other type(s)' of advertising proposed	
Totem sign	
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? O 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)	
The sign approved under application ref.SDNP/23/01647/ADV is in situ but will be replaced	
Will the proposed advertisement(s) project over a footpath or other public highway? ○ Yes ○ No	
Advertisement(s) Period Please state the period of time for which consent is sought for the advertisement	
From Date	
23/04/2024 To Date	
23/04/2034	
Neighbour and Community Consultation Have you consulted your neighbours or the local community about the proposal? ○ Yes ○ No	_
Site Visit Can the site be seen from a public road, public footpath, bridleway or other public land?	_

 ⊙ The agent ⊙ The applicant ⊙ Other person
Pre-application Advice
Has assistance or prior advice been sought from the local authority about this application?
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
***** REDACTED ******
First Name
**** REDACTED *****
Surname
**** REDACTED *****
Reference
SDNP/23/05475/PRE
Date (must be pre-application submission)
24/01/2024
Details of the pre-application advice received
A higher totem sign than the one previously approved could be acceptable but should be no more than 8m in height. The sign has therefore been reduced to 7.5m height
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

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

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, havin 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	
Matthew Holmes	
Date	
23/02/2024	

Authority Employee/Member