ADUR
DISTRICT COUNCIL

Civic Centre, Ham Road, Shoreham-by-Sea, West Sussex, BN43 6PR
Tel: (01273) 263222 Fax: (01273) 263203 (Calls may be recorded)
www.adur.gov.uk DX 59765 Shoreham-by-Sea
e-mail: developmentcontrol@adur.gov.uk

Development Control

Application Number: ADC/0029/07

TOWN AND COUNTRY PLANNING ACT, 1990
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992

Saunders Partnership Architects
Studio Four
37 Broadwater Road
Welwyn Garden City
Herts
AL7 3AX

On behalf of: Tesco Stores Ltd

In pursuance of their powers under the above-mentioned Act and Regulations, the Council hereby REFUSE EXPRESS CONSENT to the following display of (an) advertisement(s):

Internally-illuminated roof-mounted sign over front entrance and replacement downlit lettering on main front gable

Tesco Holmbush Centre Upper Shoreham Road Shoreham-by-Sea

as shown on Plan and Application No. ADC/0029/07 submitted to the Council on 16/01/2007.

The reasons for the Council's decision to refuse to permit the above works are specified hereunder.

Note to Applicant

Peter Davies.

Peter Davies
Head of Planning and Community

Date: 13/03/2007

SCHEDULE

Reasons for Refusal

01. The proposed advertisements, by reason of their size, siting, design and, in the case of one advertisement, the supporting structural framework, would be unduly prominent, unsightly and incongruous on this building located on the edge of the Sussex Downs Area of Outstanding Natural Beauty and would detract to an unacceptable degree from the visual amenities of the locality.