Worthing
BOROUGH COUNCIL

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Portland House
Richmond Road
Worthing BN11 1LF

APPLICATION NO. WB/07/1209/ADV

TOWN AND COUNTRY PLANNING ACT 1990
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992-94

Streetbroadcast
6 Orchard Way
Harry Weston Road
Binley
Coventry
CV3 2TQ

PROPOSAL: Installation of 4 internally illuminated 'Streetlive' advertising display units replacing existing 'drum' advertisement poster units, in four separate locations.

LOCATION : Montague Street Worthing

DATE REGISTERED : 5th November 2007

APPLICANT : Streetbroadcast

WORTHING BOROUGH COUNCIL, under the above Act and Order, gives you notice that its decision upon your application described above and in Location plan and photographical montage details, which accompanied the application, or as subsequently amended prior to consideration, is to

GRANT ADVERTISEMENT CONSENT subject to the following conditions for a period of five years or for such other period as may be specified below:-

1. Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.

2. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

3. Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.

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Dated : 22nd January 2008

Assistant Director (Planning Services)

Note: Your attention is drawn to the notes and advice overleaf.

4. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

5. No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (civil or military).

6. The four proposed 'StreetLive' advertising units hereby permitted, shall not be displayed unless and until the following works have been carried out in accordance with details to be agreed in writing with the Local Planning Authority:

   (a) Unit 1 to be repositioned further east in Montague Street;
   (b) The existing 'drum' advertising panel installations shall be removed to the satisfaction of the Local Planning Authority [in consultation with the Local Highway Authority, West Sussex County Council] before the proposed Units are installed; and
   (c) Adaptation of the highway surface, together with the reinstatement of the sites of the existing advertising modules to be removed, to be agreed with the Local Planning Authority (in consultation with the Local Highway Authority, West Sussex County Council).

7. The advertisement display units, hereby permitted, shall be illuminated in accordance with the particulars submitted and within the hours of 6.00 a.m. and 12 midnight on any day, only, and at no other time, unless otherwise agreed with the Local Planning Authority on an application for express consent under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

   Reason: In the interests of visual amenity.

INFORMATIVES

The decision to grant planning permission has been taken having regard to the saved policies and proposals in the Worthing Local Plan 2003 and the West Sussex Structure Plan 2001 – 2016 set out below, and to all relevant material considerations, including Supplementary Planning Guidance:

Saved Worthing Local Plan Policies 2003

BE1 - Design Quality

Saved West Sussex Structure Plan Policies 2001 – 2016

CH1 - Character
CH4 - Conservation areas and historic towns and villages

Cont.....

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This information is only intended as a summary of the reasons for grant of planning permission. For further details on the decision please see the application report which is available from the Planning Reception at Portland House, Richmond Road, Worthing.