Adur District Council

Planning, Regeneration and Wellbeing

Mr Robert Wright
Basepoint Centres Ltd
61 Thames Street
Windsor
Berkshire
England
SL4 1QW

ADVERTISEMENT REFUSAL

TOWN AND COUNTRY PLANNING ACT 1990
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 2007

APPLICATION NUMBER: AWDM/1445/12

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):

3 non-illuminated fascia signs

The Adur Business Centre Little High Street Shoreham-By-Sea West Sussex

as shown on Plan and Application No. AWDM/1445/12 submitted to the Council on 13/12/2012.

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

James Appleton
Executive Head of Planning, Regeneration and Wellbeing
Date: 14/01/2013

ADUR DISTRICT COUNCIL

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Ref: AWDM/1445/12

SCHEDULE

Reasons for Refusal

01. The proposed signs by reason of their location, size, colour and height above ground level would be unduly prominent and incongruous features which would detract from the appearance of the existing building and the visual amenities of the locality, contrary to saved policy AB17 of the Adur District Local Plan.