ADUR
DISTRICT COUNCIL

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Development Control

Application Number: ADC/0078/07

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

Miss Serena Page
Nathaniel Lichfield And Partners
14 Regents Wharf
All Saints Street
London
N1 9RL

On behalf of: Marks And Spencer PLC

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):

Replacement sign on north side of rear tower and additional sign on east side of tower (illuminated on backboards) (retrospective)

Marks And Spencer Holmbush Centre Upper Shoreham Road Shoreham-by-Sea

as shown on Plan and Application No. ADC/0078/07 submitted to the Council on 09/02/2007.

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: 03/04/2007

SCHEDULE

Reasons for Refusal

01. The signs, by reason of their inappropriate design incorporating backboards and siting, form unduly prominent features detrimental to the visual amenities and character of a locality situated on the edge of the Sussex Downs Area of Outstanding Natural Beauty.