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/0464/10

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

Mrs Sarah Carpenter
Planware
The Granary
First Floor
37 Walnut Tree Lane
Sudbury
Suffolk
CO10 1BD

On behalf of: McDonald's Restaurant Ltd

In pursuance of their powers under the above-mentioned Act and Regulations, the Council hereby CONSENT, for a period of 5 years from the date of the decision, to the following display of (an) advertisement(s), that is to say:

Replacement and additional signage including gateway sign height restrictor at entrance to drive-thru

Mcdonalds Eastern Avenue Shoreham-by-Sea West Sussex

in accordance with the Plan and Application No. ADC/0464/10 submitted to the Council on 29/11/2010 subject to compliance with the standard conditions specified hereunder, together with any extra conditions, (where applicable).

James Appleton
Executive Head of Planning, Regeneration and Wellbeing

Date: 21/01/2011

CONDITIONS

01. Any advertisement 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.

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

03. 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.

04. 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.

05. 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 or aerodrome (civil or military).

06. This consent relates to the application as amended by the amended plan 0912-1256-15 rev.B submitted on 14 January 2011 (excluding the 2 banner signs originally proposed).

Reason: *For the avoidance of doubt and because the application as originally submitted was unacceptable owing to an unacceptable effect on amenity.*

07. The intensity of illumination of the internally-illuminated area of the signs shall not exceed 600 candela per square metre and shall be of a non-intermittent type.

Reason: *In the interests of visual amenity and highway safety.*

;