Worthing
BOROUGH COUNCIL

Portland House
Richmond Road
Worthing BN11 1LF

APPLICATION NO. WB/10/0223/ADV

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

Andreas Koch
Perspective Signs Ltd
21 Riverside Industrial Park
Wherstead Road
Ipswich
Suffolk IP4 2DE

PROPOSAL: Installation of three replacement internally illuminated single-sided signs and two non illuminated directional signs (Argos).

LOCATION : Unit 1 Red Square Retail Park 194 Sompting Road Worthing

DATE REGISTERED 19th March 2010

APPLICANT : Home Retail Group (FAO Eric Hodges)

WORTHING BOROUGH COUNCIL, under the above Act and Order, gives you notice that its decision upon your application described above and in Drawing Nos. Job Number 29714, Scale 1:20 and photographic 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 : 14th May 2010

Executive Head of Planning,
Regeneration and Wellbeing

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 replacement advertisements, hereby permitted, shall not be displayed before the under mentioned existing advertisements displayed on the premises have been removed to the satisfaction of the Local Planning Authority:-

   (i) The three existing internally illuminated single-sided box signs, A, B and C, on the south, west and north elevations of the building; and

   (ii) The existing 'Goods In' and 'CCTV' directional/notice signs on the north-eastern part of the building.

   Reason: To avoid an excessive display of advertising material and in the interests of visual amenity.

7. The three replacement internally illuminated single-sided signs hereby permitted, shall be illuminated only between the hours of 7.00 a.m. and 8.00 p.m. and at no other times, unless otherwise agreed in writing by the Local Planning Authority.

   Reason: To safeguard the amenities of the occupiers of nearby properties.

8. The intensity of illumination of each of the three internally illuminated single-sided box signs, A, B and C, and in their positions, hereby permitted, shall not exceed 600 candelas per square metre.

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

INFORMATIVES

1. This planning permission has been granted subject to the conditions listed above. The Council has a formal procedure for checking compliance with planning conditions and you are advised to ensure that all conditions are fully discharged. Any conditions which should be discharged prior to the commencement of development and/or which require specialist or technical data and information to be provided should be dealt with promptly. Failure to comply with a condition can result in enforcement proceedings, including the service of a Breach of Condition Notice. If you have any queries on the requirements of the conditions then please contact Mr H Barnes-Moss on (01903) 221348 who is the Case Officer for this application.

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2. 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 South East Plan 2009 set out below, and to all relevant material considerations, including Supplementary Planning Guidance:

Saved Worthing Local Plan Policies 2003

BE1 - Design Quality

South East Plan 2009

BE1 - Management for an Urban Renaissance

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.