Adur District Council

Development Management

Stephen Bromley Associates
5 West Street
Shoreham By Sea
BN43 5WF

ADVERTISEMENT CONSENT

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

APPLICATION NUMBER: AWDM/1291/15

In pursuance of their powers under the above-mentioned Act and Regulations, the Council hereby GRANT EXPRESS 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:

Advertisement Consent for the retention of 1 x fascia sign at ground floor level on the northern and western elevations, the removal of illumination serving the central sign on the northern elevation, the removal of an existing sign on the chimney breast and the replacement of existing blue lighting with warm white lighting for La Galleria (part retrospective)

22 East Street Shoreham-By-Sea West Sussex BN43 5ZE

in accordance with the Plan and Application No. AWDM/1291/15 submitted to the Council on 14/10/2015 subject to compliance with the standard conditions specified hereunder, together with any extra conditions, (where applicable).

GPeck

Gary Peck
Planning Services Manager
Date: 22/03/2016

Adur District Council
Adur District Council, Development Management, Economy Directorate,
Portland House, 44 Richmond Road, Worthing, West Sussex, BN11 1HS
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Ref: AWDM/1291/15

CONDITIONS

01. 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.

02. No advertisement shall be sited or displayed so as to:
(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
(b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

03. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

04. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

05. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

06. This consent shall expire at the end of the period of 5 years beginning with whichever is the earlier of (a) the date of commencement of the display or (b) 6 months from the date of this consent.

Reason: *To comply with Regulation 14 (1, 7 & 8).*

07. The existing blue lighting, including that which illuminates the central sign, shall be removed no later than 28 days from the date of this permission.

Reason: *The existing lighting by way of its illumination and colour is considered to have an adverse impact upon the Conservation Area and is therefore contrary to policy AB19 of the Adur District Local Plan 1996.*

08. Details of the proposed warm white lighting shall be submitted to and approved by the Local Planning Authority prior to its installation. The approved details shall be maintained thereafter. There shall be no illumination of the central sign on the northern elevation at any time.

Reason: *In the interest of visual amenity.*

09. The existing fascia sign on the chimney breast on the northern elevation shall be removed no later than 28 days of the date of this permission.

Reason: *In the interests of visual amenity.*

10. The consent hereby given shall be implemented in accordance with the following approved plans:

Unnumbered Location Plan received 14th October 2015
Unnumbered Block Plan received 14th October 2015

Unnumbered Proposed signs plan (with sign 3 to be removed and sign 4 non illuminated) received 14th October 2015

Reason: *For the avoidance of doubt and in the interests of proper planning.*

Informatives / Notes to Applicant

01. The Local Planning Authority has acted positively and proactively in determining this application by identifying matters of concern within the application (as originally submitted) and negotiating, with the Applicant, acceptable amendments to the proposal to address those concerns. As a result, the Local Planning Authority has been able to grant planning permission for an acceptable proposal, in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.