Adur District Council

Development Management

Mr Mitchell Kilby
JWA Architects Ltd
Robert Tresham House
Clipston
Market Harborough
LE16 9RZ

ADVERTISEMENT REFUSAL

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

APPLICATION NUMBER: AWDM/0744/16

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):

Retrospective application for non-illuminated metal frame with vinyl banner sign

215 Brighton Road Lancing West Sussex BN15 8JP

as shown on Plan and Application No. AWDM/0744/16 submitted to the Council on 19/05/2016.

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

G Peck

Gary Peck
Planning Services Manager
Date: 21/07/2016

Adur District Council
Adur District Council, Development Management, Economy Directorate,
Portland House, 44 Richmond Road, Worthing, West Sussex, BN11 1HS
Tel: 01903 221065 Fax: 01903 221072 Minicom: 01903 204500
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Ref: AWDM/0744/16

SCHEDULE

Reasons for Refusal

01. The banner sign, by reason of its excessive size and prominent position on a busy arterial road in a predominantly residential area and due to its over-dominant appearance and intrusiveness within the street scene, is harmful to the appearance of the area. It is contrary to The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended), saved Adur Local Plan policies AG1 and AB17and the National Planning Policy Framework.

Informatives/Notes to Applicant

01. The Local Planning Authority has acted positively and proactively in determining this application by identifying matters of concern with the proposal and determining the application within a timely manner, clearly setting out the reason(s) for refusal, allowing the Applicant the opportunity to consider the harm caused and whether or not it can be remedied by a revision to the proposal. The Local Planning Authority is willing to meet with the Applicant to discuss the best course of action and is also willing to provide pre-application advice in respect of any future application for a revised development.

02. For avoidance of doubt this refusal relates to the following drawings/plans:-

Drawing No: J8774/04	Title: Existing Site Plan	Date received: 19.5.16
Drawing No: J8774/05	Title: Proposed Site Plan	Date received: 19.5.16
Drawing No: J8774/07 rev A	Title: Proposed Banner Sign	Date received: 19.5.16