Worthing
BOROUGH COUNCIL

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Portland House
Richmond Road
Worthing BN11 1LF

APPLICATION NO. WB/08/0893/ADV

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

Mrs M Jahanshahi-Green
A & Q Partnership Limited
The Lux Building
2-4 Hoxton Square
London
N1 6NU

PROPOSAL:	Installation of one set of non-illuminated lettering with logo, on front elevation above main entrance.
LOCATION :	21 Farncombe Road Worthing
DATE REGISTERED	26th August 2008
APPLICANT :	HSBC Corporate Real Estate

WORTHING BOROUGH COUNCIL, under the above Act and Order, gives you notice that its decision upon your application described above and in Drawing No. 07/059 SK30(c) 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.

Cont.....

[redacted]

Dated : 13th October 2008

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. This consent relates to the revised plan - Drawing No. 07/059 SK30 (C) - showing the installation of a set of 480 millimetres high non-illuminated lettering, reading HSBC, and the company logo, to replace the existing sign above the main entrance on the front elevation of the building.

   Reason: For the avoidance of doubt, and because the proposal as originally submitted was unacceptable to the Local Planning Authority.

INFORMATIVES

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 West Sussex Structure Plan 2001 – 2016 set out below, and to all relevant material considerations, including Supplementary Planning Guidance:

Saved Worthing Local Plan Policies 2003

BE1 - Design Quality

Saved West Sussex Structure Plan Policies 2001 – 2016

CH4 - Conservation areas and historic towns and villages

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.