Adur District Council

## Development Management

Mr Leslie Gregg
Ashleigh Signs Limited
Ashleigh House
Backbridge Road
Normanton Industrial Estate
Normanton
WF6 1TE

# ADVERTISEMENT SPLIT DECISION

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

## APPLICATION NUMBER: AWDM/0254/17

On behalf of: Mr Firth

In pursuance of their powers under the above-mentioned Act and Regulations, the Council hereby PART REFUSE EXPRESS CONSENT AND PART GRANT EXPRESS CONSENT in respect of the following display of (an) advertisement(s), that is to say:

**Replacement signage including new freestanding totem sign to east of building and various fascia signs on all front elevations, all internally illuminated.**

**Royal George Upper Shoreham Road Shoreham-By-Sea West Sussex**

as contained in Application No. AWDM/0254/17 submitted to the Council on 16/02/2017. The parts of the proposals to which the split decision relates, together with the reason(s) for the refusal and the conditions subject to which the express consent is granted are set out in the Schedule overleaf.

G Peck

Gary Peck
Planning Services Manager
Date: 11/04/2017

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
DX: 142965 Worthing 10 Web: www.adur-worthing.gov.uk

**SCHEDULE**

**REFUSAL**

**Reasons for Refusal**

01. By reason of size, height and position, the internally illuminated fascia type advertisement sign 05a on the building frontage will represent an overlarge, visually dominant and cluttered intrusion on the building which would in turn result in the loss of character to the location. The sign is thereby in conflict with Saved Adur Local Plan policy AB17 and policy 15 of the Submission Adur Local Plan 2016.

02. The introduction of the internally illuminated sign 05c positioned on the west chimney breast would form an alien intrusion into the street scene and would represent an unduly prominent addition to the character of the area to the detriment of the visual amenities of the locality. The sign is thereby in conflict with Saved Adur Local Plan policy AB17 and Submission Adur Local Plan 2016 policy 15.

**Notes to Applicant**

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

| Reference/Drawing Number | Version | Date Rec |
|---|---|---|
| SIGNAGE 05A & 05C | Sheet 2 of 7 | 16.02.2017 |

**EXPRESS CONSENT**

## 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 (7 & 8)*

07. Other than signs 05a and 05c indicated on Sheet 2 of 7; 5 of 7; and 6 of 7, the development hereby permitted shall be carried out in accordance with the following approved plans.

| Reference/Drawing Number | Version | Date Rec |
|---|---|---|
| SIGNAGE 01, 03, 04 | Sheet 1 of 7 | 16.02.2017 |
| SIGNAGE 05B, 06A, 06B | Sheet 2 of 7 | 16.02.2017 |
| SITE PLAN SCALE 1:500 | Sheet 5 0f 7 | 16.02.2017 |
| SITE PLAN PHOTO | Sheet 6 of 7 | 16.02.2017 |
| SITE PLAN SCALE 1:1250 | Sheet 7 of 7 | 16.02.2017 |
| PHOTO MONTAGE PROPOSED | Sheet 5 of 6 | 16.02.2017 |
| PHOTOS AS EXISTING | Sheet 4 of 7 | 16.02.2017 |

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

**TOWN AND COUNTRY PLANNING ACT 1990**
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**YOUR ATTENTION IS DIRECTED TO THE FOLLOWING NOTES FROM THE ABOVE ORDER. THEY ARE FOR INFORMATION ONLY AND DO NOT PRETEND TO SET OUT THE WHOLE OF THE LAW ON THE SUBJECT. IT WOULD BE WELL FOR YOU TO CONSULT YOUR SOLICITOR IF YOU ARE IN ANY DOUBT**

**Appeals to the Secretary of State**

1. Where, on application being made for consent under these Regulations, consent is refused by the Local Planning Authority or is granted by them subject to conditions, the applicant may appeal to the Secretary of State.

   Provided that the Secretary of State shall not be required to entertain an appeal under these Regulations if it appears to him, having regard to the provision of these Regulations, that consent for the display of advertisements in respect of which application was made could not have been granted by the Local Planning Authority, or could not have been granted otherwise than subject to the conditions imposed by them.

2. Any person who desires to appeal under these Regulations shall give notice of appeal in writing to The Planning Inspectorate, 3/17 Eagle Wing, Temple Quay House, 2 The Square, Temple Quay, Bristol, BS1 6PN, within eight weeks from the date of receipt of notification of the Local Planning Authority's decision, or such longer period as the Secretary of State may allow and shall furnish to the Planning Inspectorate a copy of the following documents:-

   (i) the application made to the Local Planning Authority;
   (ii) all relevant plans and particulars submitted to them;
   (iii) the notice of the decision; and
   (iv) all other relevant correspondence with the Authority.

   (The Planning Inspectorate is an Executive Agency in the Office of the Deputy Prime Minister).

3. The Secretary of State may, if he thinks fit, require the applicant or the Local Planning Authority to submit within a specified period a further statement in writing in respect of any of the matters to which the appeal relates, and if, after considering the grounds of the appeal and any such further statement, the Secretary of State is satisfied that he is sufficiently informed for the purpose of reaching a decision as to the matters to which the appeal relates, and with the agreement in writing of the Appellant and the Local Planning Authority, he may decide the appeal without further investigation; but otherwise the Secretary of State shall, if either party so desire, afford to each of them an opportunity of appearing before and being heard by a person appointed by the Secretary of State for the purpose.

4. Where an appeal is brought under these Regulations from a decision of the Local Planning Authority the Secretary of State may allow or dismiss the appeal or may reverse or vary any part of the decision of the Local Planning Authority, whether or not the appeal relates to that part, and deal with the application as if it had been made to him in the first instance.

5. Where the Local Planning Authority fails to notify the applicant within eight weeks from the date of receipt of the application, the provisions of paragraphs 1. and 2. above shall apply in relation to the application as if consent had been refused by the Local Planning Authority.

**THIS DECISION IS ISSUED UNDER THE TOWN AND COUNTRY PLANNING ACT 1990 AND TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 2007 AND DOES NOT CONVEY ANY CONSENT OR APPROVAL WHICH MAY BE REQUIRED UNDER THE BUILDING ACT AND BUILDING REGULATIONS.**