ADUR
DISTRICT COUNCIL

Civic Centre, Ham Road, Shoreham-by-Sea, West Sussex, BN43 6PR
Tel: (01273) 263222 Fax: (01273) 263203 (Calls may be recorded)
www.adur.gov.uk DX 59765 Shoreham-by-Sea
e-mail: developmentcontrol@adur.gov.uk

Development Control

Application Number: ADC/0379/08

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

Mrs Lorraine Whiting
Tara Signs Ltd
St Peters Place
Western Road
Lancing
West Sussex
BN15 8SB

On behalf of: Seat Frosts

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

Replacement internally-illuminated signage (retrospective)

394 - 398 Brighton Road Shoreham-by-Sea West Sussex BN43 6RT

in accordance with the Plan and Application No. ADC/0379/08 submitted to the Council on 23/07/2008 subject to compliance with the standard conditions specified hereunder, together with any extra conditions, (where applicable).

James Appleton
Executive Head of Planning, Regeneration and Wellbeing

Date: 02/09/2008

CONDITIONS

01. Any advertisement 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.

02. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

03. 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.

04. 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.

05. 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 or aerodrome (civil or military).

06. The intensity of illumination of the internally-illuminated area of the signs shall not exceed 685 candela per square metre (200 ft. lamberts) and shall be of a non-intermittent type.

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

07. Only the lettering and no part of the background of the advertisements shall be illuminated.

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

08. This permission relates to the amended plan received on 1 August 2008 and not to the plan originally submitted.

Reason: *For the avoidance of doubt and because the application as originally submitted was unacceptable having regard to policy AB4 of the Adur District Local Plan and DEV1 of the West Sussex Structure Plan.*

09. The advertisements shall not be illuminated except during the hours that the premises are open for business.

Reason: *In the interests of residential amenity.*

10. The 'stacked brand clip' pole mounted sign on the west side of the forecourt shall not be illuminated in any way.

Reason: *In the interests of visual amenity.*