Worthing
BOROUGH COUNCIL

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Portland House
Richmond Road
Worthing BN11 1LF

APPLICATION NO. WB/07/1201/ADV

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

Nathaniel Lichfield And Partners
14 Regents Wharf
All Saints Street
London
N1 9RL

PROPOSAL: Installation of internally illuminated fascia box signs to front and side elevations, one projecting box sign, gantry sign, ATM signage and car park signage.

LOCATION : 104 Goring Way Worthing

DATE REGISTERED 24th September 2007

APPLICANT : Tesco Stores Ltd

WORTHING BOROUGH COUNCIL, under the above Act and Order, gives you notice that its decision upon your application described above and in Drawing No. GORGPG 10 and 7731 – 401 Rev. A, 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.....

Dated : 19th November 2007

Assistant Director (Planning Services)

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. The internal illumination of the fascia signs to the front and side elevations, shown on the revised plans, hereby permitted, shall be restricted to the areas behind the fascia lettering and logo only, and in no other manner, unless otherwise agreed with the Local Planning Authority on a revised advertisement consent.

   Reason: In the interests of visual amenity.

INFORMATIVES

1. This consent, granted under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, relates to the revised fascia signs and the revised gantry sign, the original projecting box sign, and ATM sign and the revised forecourt/car parking signs as shown on the revised plans (Drawings GORGPG 10 and 7731 - 401 Rev. A).

2. 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

   CH1 - Character

   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.