Adur District Council

Development Management

Mr Pete Tilbey
Tara Signs
St Peters Place
Western Road
Lancing
West Sussex
BN15 8SB

On behalf of: Mr Ben Turner

ADVERTISEMENT REFUSAL

TOWN AND COUNTRY PLANNING ACT 1990
TOWN AND COUNTRY PLANNING (GENERAL PERMITTED DEVELOPMENT) (AMENDMENT) (ENGLAND) ORDER 2007

APPLICATION NUMBER: AWDM/1748/15

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):

Application for advertisement consent for 8 signs, comprising: 2 internally illuminated fascia signs on the northern and western elevations of the building, 5 non illuminated free standing monolith signs located adjacent to the front, rear and main car park entrances and 1 internally illuminated acrylic panel above the main eastern entrance of the building.

The Shoreham Centre Pond Road Shoreham-By-Sea West Sussex

as shown on Plan and Application No. AWDM/1748/15 submitted to the Council on 04/12/2015.

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: 23/03/2016

Adur District Council

Adur District Council, Development Management, Economy Directorate,
Portland House, 44 Richmond Road, Worthing, West Sussex, BN11 1HS
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Ref: AWDM/1748/15

SCHEDULE

Reasons for Refusal

01. The proposed signage by virtue of its size, design and location fails to respect the character of the Conservation Area. The proposal therefore conflicts with Policy AB19 of the Adur District Local Plan 1996 and policy 15 of the Proposed Submission Adur Local Plan 2014

Informatives/Notes to Applicant

01. The refusal of the application for advertisement consent is based on the following plans:

Drawing number STC 01 Block Plan received 4 December 2015
Unnumbered Location Plan received 4 December 2015
Drawing number Shoreham Centre 03 (A) pylons 4 & 5 received 4 December 2015
Drawing number Shoreham Centre 03 (B) pylon 6 received 4 December 2015
Drawing number Shoreham Centre 03 (C) pylon EL10 received 4 December 2015
Drawing number Shoreham Centre 03 (D) pylon 7 received 4 December 2015
Drawing number Signs 1 & 2 ILLUM received 4 December 2015
Drawing number Sign 3 ILLUM received 4 December 2015
Drawing number TSC01 Planning Signs 1,2 & 3 elevations received 4 December 2015
Drawing number TSC01 Existing received 4 December 2015
Visuals of Proposed Signage received 19 February 2016