ADUR
DISTRICT COUNCIL

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Development Control

Application Number: ADC/0421/09

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

Mrs Deborah Pitt
Sign Specialists Ltd
19 Oxleasow Road
East Moons Moat Industrial Estate
Redditch
Worcestershire
BR8 0RE

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:

Non-illuminated letters with internally-illuminated 'lozenge' and internally-illuminated projecting cross sign

Boots 40 - 44 High Street Shoreham-by-Sea West Sussex

in accordance with the Plan and Application No. submitted to the Council on 29/10/2009 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: 23/12/2009

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. This consent relates to the application as amended by the revised plan received on 21 December 2009, with the lettering and logo applied directly to the wall of the building.

Reason: *For the avoidance of doubt and because the application as originally submitted was unacceptable having regard to policy AB19 of the Adur District Local Plan.*