ADUR
DISTRICT COUNCIL

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Development Control

Application Number: ADC/0438/08

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

Futurama Ltd
Olympia House
Metro Park 45
Middleton Grove
Leeds
West Yorkshire
LS11 5TY

On behalf of: 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 and additional signage (including internally-illuminated signs)

Frosts Of Shoreham 69 - 75 Brighton Road Shoreham-by-Sea West Sussex

in accordance with the Plan and Application No. ADC/0438/08 submitted to the Council on 04/09/2008 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: 27/10/2008

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 400 candela per square metre and shall be of a non-intermittent type.

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

07. Prior to the display of the proposed advertisements the existing advertisements shall be removed including all existing flagpoles and banner advertisements.

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

08. The blank light blue panels immediately adjacent to the logos on fascia signs B, E and J and below the logos on the totem sign M shall not be illuminated at any time.

Reason: *In the interests of visual amenity.*