ADUR DISTRICT COUNCIL

Mr Craig Boddington
ECE Architecture Limited
Brooklyn Chambers
11 Goring Road
Worthing
West Sussex
BN12 4AP

ADVERTISEMENT CONSENT

TOWN AND COUNTRY PLANNING ACT 1990
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATION 2007

APPLICATION NUMBER: AWDM/1096/21

In pursuance of their powers under the above-mentioned Act and Regulations, the Council hereby GRANT EXPRESS CONSENT for the following display of (an) advertisement(s), that is to say:

Application for advertisement consent for 2no. internally illuminated totem signs and seven no. internally illuminated fascia/facade signs and four non-illuminated reception / facade signs.

Land At Kingston Wharf Brighton Road Shoreham-By-Sea

In accordance with the plan and Application No. AWDM/1096/21 submitted to the Council on 24/06/2021 and subject to compliance with the standard conditions specified hereunder together with any extra conditions (where applicable).

GPeck

Gary Peck
Planning Services Manager
Date: 15/11/2022

Adur District Council, Development Management, Economy Directorate,
Portland House, 44 Richmond Road, Worthing, West Sussex, BN11 1HS
Tel: 01903 221065 Email: planning@adur-worthing.gov.uk
Web: www.adur-worthing.gov.uk

Conditions

01. 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.

02. No advertisement shall be sited or displayed so as to:
    (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
    (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
    (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

03. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

04. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

05. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

06. The commencement of the display of the advertisement hereby permitted shall take place by a date no later than 31st December 2025 and this consent shall expire at the end of the period of five years beginning with the date of commencement of the display.

    Reason: *To comply with Regulation 14 (7 & 8)*

07. The development hereby permitted shall be carried out in accordance with the following approved plans.

Reference/Drawing Number	Version	Date Rec
PROPOSED TOTEM ELEVATIONS	PL-8450 REV D	26.08.2022
SIGNAGE (Types A-F)	PL-8451 REV D	02.11.2022
PROPOSED ELEVATIONS SHEET 1 OF 2	PL-8400 REV U	02.11.2022
PROPOSED ELEVATIONS SHEET 2 OF 2	PL-8410 REV U	02.11.2022
SITE PLAN WITH TOTEM SETTING OUT	PL_8120 REV G	02.11.2022
PROPOSED SECTION/ELEVATIONS	PL-8420 REV L	12.04.2022
BUILDING LETTERS FRONT	37727-1 A	12.04.2022

    Reason: *For the avoidance of doubt and in the interests of proper planning.*

08. i) The illumination levels of the illuminated advertisements hereby approved shall not exceed the following:

    Types A and C 300cd/m2 each
    Type F 400cd/m2 each

Types B, D & E shall be non-illuminated

ii) All illumination shall be static in nature, not the flashing or intermittent type.

Reason: *In the interest of highway and river navigation safety and the visual amenities of the area in accordance with policy 15 of the Adur Local Plan 2017, policies CA7 and SH9 of the Shoreham Harbour Regeneration Area Joint Area Action Plan 2019 and NPPF 2021.*

Informatives / Notes to Applicant

01. Condition 6 - Expiry

In accordance with Condition 6, the advertisement consent may be implemented not later than 31st December 2025. At the end of the period of 5 years beginning with the date of implementation, the advertisements shall be removed unless an application has first been made and a further grant of advertisement consent has been given.

02. The Local Planning Authority has acted positively and proactively in determining this application by identifying matters of concern within the application (as originally submitted) and negotiating, with the Applicant, acceptable amendments to the proposal to address those concerns. As a result, the Local Planning Authority has been able to grant planning permission for an acceptable proposal, in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

TOWN AND COUNTRY PLANNING ACT 1990
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATION 2007

YOUR ATTENTION IS DIRECTED TO THE FOLLOWING NOTES FROM THE ABOVE ORDER. THEY ARE FOR INFORMATION ONLY AND DO NOT PRETEND TO SET OUT THE WHOLE OF THE LAW ON THE SUBJECT. IT WOULD BE WELL FOR YOU TO CONSULT YOUR SOLICITOR IF YOU ARE IN ANY DOUBT

Appeals to the Secretary of State

1. Where, on application being made for consent under these Regulations, consent is refused by the Local Planning Authority or is granted by them subject to conditions, the applicant may appeal to the Secretary of State.

   Provided that the Secretary of State shall not be required to entertain an appeal under these Regulations if it appears to him, having regard to the provision of these Regulations, that consent for the display of advertisements in respect of which application was made could not have been granted by the Local Planning Authority, or could not have been granted otherwise than subject to the conditions imposed by them.

2. Any person who desires to appeal under these Regulations shall give notice of appeal in writing to The Planning Inspectorate, 3/17 Eagle Wing, Temple Quay House, 2 The Square, Temple Quay, Bristol, BS1 6PN, within eight weeks from the date of receipt of notification of the Local Planning Authority's decision, or such longer period as the Secretary of State may allow and shall furnish to the Planning Inspectorate a copy of the following documents:-

   (i) the application made to the Local Planning Authority;
   (ii) all relevant plans and particulars submitted to them;
   (iii) the notice of the decision; and
   (iv) all other relevant correspondence with the Authority.

   (The Planning Inspectorate is an Executive Agency in the Office of the Deputy Prime Minister).

3. The Secretary of State may, if he thinks fit, require the applicant or the Local Planning Authority to submit within a specified period a further statement in writing in respect of any of the matters to which the appeal relates, and if, after considering the grounds of the appeal and any such further statement, the Secretary of State is satisfied that he is sufficiently informed for the purpose of reaching a decision as to the matters to which the appeal relates, and with the agreement in writing of the Appellant and the Local Planning Authority, he may decide the appeal without further investigation; but otherwise the Secretary of State shall, if either party so desire, afford to each of them an opportunity of appearing before and being heard by a person appointed by the Secretary of State for the purpose.

4. Where an appeal is brought under these Regulations from a decision of the Local Planning Authority the Secretary of State may allow or dismiss the appeal or may reverse or vary any part of the decision of the Local Planning Authority, whether or not the appeal relates to that part, and deal with the application as if it had been made to him in the first instance.

5. Where the Local Planning Authority fails to notify the applicant within eight weeks from the date of receipt of the application, the provisions of paragraphs 1. and 2. above shall apply in relation to the application as if consent had been refused by the Local Planning Authority.

THIS DECISION IS ISSUED UNDER THE TOWN AND COUNTRY PLANNING ACT 1990 AND TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 2007 AND DOES NOT CONVEY ANY CONSENT OR APPROVAL WHICH MAY BE REQUIRED UNDER THE BUILDING ACT AND BUILDING REGULATIONS.