Adur District Council

Development Management

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

ADVERTISEMENT CONSENT

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

APPLICATION NUMBER: AWDM/0955/16

On behalf of: Mr Ben Turner

In pursuance of their powers under the above-mentioned Act and Regulations, the Council hereby GRANT EXPRESS 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:

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

in accordance with the Plan and Application No. AWDM/0955/16 submitted to the Council on 21/06/2016 subject to compliance with the standard conditions specified hereunder, together with any extra conditions, (where applicable).

G Peck

Gary Peck
Planning Services Manager
Date: 12/08/2016

Adur District Council

Adur District Council, Development Management, Economy Directorate,
Portland House, 44 Richmond Road, Worthing, West Sussex, BN11 1HS
Tel: 01903 221065 Fax: 01903 221072 Minicom: 01903 204500
DX: 142965 Worthing 10 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. This consent shall expire at the end of the period of 5 years beginning with whichever is the earlier of (a) the date of commencement of the display or (b) 6 months from the date of this consent.

    Reason: *To comply with Regulation 14 (1, 7 & 8)*

07. The illuminance of the illuminated signage hereby permitted shall not exceed 300.00 cd/m unless otherwise agreed by the Local Planning Authority.

    Reason: *An increased level of illumination is likely to adversely affect the character of the Conservation Area, contrary to Policy AB19 of the Adur Local Plan.*

08. The illuminated signage hereby permitted shall only be illuminated at the times that the building is open and shall be turned off at all times when the building is closed to the public.

    Reason: *To avoid unnecessary lighting in the Conservation Area in accordance with Policy AB19 of the Adur Local Plan.*

09. The consent hereby given shall be implemented in accordance with the following approved plans:

    Block Plan Drawing number STC 01 rev A received 25 July 2016
    Proposed entrance works - pedestrian entrance (showing position of sign 5) Drawing Number 104 received 11 July 2016
    Elevations Drawing Number TSC 01 received 21 June 2016
    Unnumbered Site Location Plan received 21 June 2016
    Drawing SIGNS 1 & 2 ILUM received 21 June 2016
    Drawing Sign 3 ILLUM received 21 June 2016
    Drawing SHOREHAM CENTRE 03 (A) received 21 June 2016
    Drawing SHOREHAM CENTRE 03 (B) received 21 June 2016
    Drawing SHOREHAM CENTRE 03 (C) received 21 June 2016

Drawing SHOREHAM CENTRE 03 (D) received 21 June 2016
Photographs of signs 1-8 inclusive received 21 June 2016

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

Informatives / Notes to Applicant

01. 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.