ADUR
DISTRICT COUNCIL

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Development Control

Application Number: ADC/0216/09

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

Kathleen Pointon
DarntonEGS Ltd
The Coach House
Monk Fryston Hall
Monk Fryston
Leeds
North Yorkshire
LS25 5DU

On behalf of: Adsa Stores Ltd

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 of existing Co-Op signage with Asda signage

Co-Op Superstore South Street Lancing West Sussex

in accordance with the Plan and Application No. submitted to the Council on 04/06/2009 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: 24/07/2009

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 amended plans received on 23 July 2009 and not to the plans originally submitted.

Reason: *For the avoidance of doubt and because the application as originally submitted was unacceptable having regard to policy AB17 of the Adur District Local Plan.*

07. Notwithstanding the details on the approved plans 7288[20]02/revB & 90706V01 issue 4 both received on 23.07.09, there shall be no illuminated ASDA signage located on any part of the north side elevation, and the totem sign located in the far east of the site shall be no more than 1.1m in width by 4.3m in height.

Reason: *For the avoidance of doubt and because the application as originally submitted was unacceptable having regard to policy AB17 of the Adur District Local Plan.*

08. The advertisements shall not be illuminated except during the hours that the premises are open for business.

Reason: *In the interests of residential amenity.*

09. The external means of illumination of the main entrance advertisement (location A) shall be installed in such a manner that the source of light is not directly visible from the road.

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

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