



**TOWN AND COUNTRY PLANNING ACT 1990**  
**THE TOWN AND COUNTRY PLANNING (CONTROL OF**  
**ADVERTISEMENTS) REGULATIONS 2007**

**Application Ref: AW/215/14/A**

**1 To Addressee**

Peacock and Smith Ltd  
 Second Floor  
 2 Sycamore Street  
 London  
 EC1Y 0SF

**2 Site Address**

Ship Inn  
 Aldwick Street  
 Bognor Regis  
 PO21 3AP

**3 Description of Development**

2No. internally illuminated fascia signs to front and west side elevations, 1No. externally illuminated fascia sign to east side elevation and 1No. externally illuminated projecting sign to front elevation.

**4** In pursuance of their powers under this Act and related Orders and Regulations the Council have resolved to part GRANT CONSENT and part REFUSE this development.

**Sign 2 of the proposed development is GRANTED in accordance with the conditions specified.**

CONDITION 1 The development hereby approved shall be carried out in accordance with the following approved plans:

Location & Block Plans Ref D/00;  
 Proposed Block Plan - Signage Ref D/10 Rev A;  
 Existing Elevations Ref D/05;  
 Existing Elevations 2 Ref D/05;  
 Proposed Signage Elevations Ref D/25 Rev B (16/09/14);  
 Proposed Signage Elevations Ref D/26 Rev B (16/09/14);

Reason: For the avoidance of doubt and in the interests of amenity and the environment in accordance with the National Planning Policy Framework and Planning Practice Guidance.

- CONDITION 2 The advertisement hereby permitted shall not be illuminated except during the store's permitted opening hours from 06:00 to 23:00 on Mondays to Sundays and including bank holidays.
- Reason: To ensure that the proposed development does not prejudice the enjoyment by neighbouring occupiers of their properties in accordance with the National Planning Policy Framework and Planning Practice Guidance.
- CONDITION 3 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.
- Reason: As required by Regulation 14(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- CONDITION 4 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
- Reason: As required by Regulation 14(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- CONDITION 5 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.
- Reason: As required by Regulation 14(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- CONDITION 6 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.
- Reason: As required by Regulation 14(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- CONDITION 7 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.
- Reason: As required by Regulation 14(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- CONDITION 8 The intensity of illumination of the proposed sign shall not exceed 250 candelas per square metre.
- Reason: In the interests of the visual amenities of the locality in accordance with the National Planning Policy Framework and Planning Practice Guidance.
- CONDITION 9 The illumination of the proposed sign shall be of a non-intermittent type.
- Reason: In the interests of the visual amenities of the locality in accordance with the National Planning Policy Framework and Planning Practice Guidance.

**CONDITION 10** With the exception of the three instances of the "Ship Inn" lettering, the advertisement hereby permitted shall not be displayed until the existing advertisements displayed on the premises have been removed or permanently obliterated to the satisfaction of the Local Planning Authority.

Reason: To avoid an excessive display of advertising material in the interests of the appearance of the locality in accordance with the National Planning Policy Framework and Planning Practice Guidance.

**Signs 1, 4 and 5 of the proposed development are REFUSED for the reasons specified.**

**REASON 00** Signs 1, 4 and 5 by reason of their size, design, position, degree and method of illumination cause harm to the public amenity in the Area of Special Character contrary to the Supplementary Planning Guidance and the NPPF.

**INFORMATIVE:** Statement pursuant to Article 31 of the Town and Country Planning (Development Management Procedure)(England) (Amendment No. 2) Order 2012. 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.

**INFORMATIVE:** Before the commencement of any operation, the applicant is advised to contact West Sussex County Council (Tel no: 01243 642105 or email [street.works@westsussex.gov.uk](mailto:street.works@westsussex.gov.uk)) to obtain a Section 177 Licence under the Highways Act 1980 to cover any structure that overhangs the highway.



Karl Roberts  
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The Arun Civic Centre  
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Case Officer: Mr S Davis

**IT IS IMPORTANT THAT YOU READ THE NOTES ATTACHED TO THIS DOCUMENT**

## TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 2007

### THE RIGHT TO APPEAL

You have a right to appeal against the local planning authority's

- a) refusal of consent for an advertisement;
- b) grant of consent for an advertisement subject to a condition with which you are dissatisfied;
- c) failure to issue a decision on an application within a specified time (namely 8 weeks from the date the application is formally acknowledged or such longer period as you may have agreed in writing with the Council), provided the Council have not given you notice that they have declined to determine your application under the provisions of section 70A of the Town and Country Planning Act 1990; or
- d) "discontinuance notice" requiring you to remove an advertisement, or stop using an advertisement site.

The appeal is made in writing to the First Secretary of State using a form which you can get from the Planning Inspectorate, Customer Support Unit, Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN and must be submitted within 8 weeks of the receipt of the local planning authority's decision against which you are appealing.

Please note that this decision notice only relates to matters under the Planning Acts and does not give consent under any other legislation that may apply to the development. You will need to carry out your own checks to determine whether any other consents or permissions are required. For example, the Building Regulations are likely to apply to most developments, and a Highways Licence may be required from West Sussex County Council for any development within the public highway (including the placing of skips on highway land).