ADVERTISEMENT CONSENT REPORT

REF NO: **A/19/08/A**

LOCATION: Premier Inn
Roundstone Lane
East Preston

PROPOSAL: 1 No. double sided internally illuminated post sign

SITE AND SURROUNDINGS

RELEVANT SITE HISTORY

Reference	Description	Decision

REPRESENTATIONS

Representations received:

Angmering Parish Council

Comments on Representations received:

CONSULTATIONS

Head of Highways and Transport

Consultations responses received:

Comments on Consultation responses:

DEVELOPMENT PLAN POLICIES

West Sussex Structure Plan:

Arun District Local Plan:

PLANNING POLICY GUIDANCE

RECOMMENDATION

APPROVE CONDITIONALLY

1 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.

2 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.

3 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.

4 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.

5 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.

6 The intensity of illumination of the proposed signage shall not exceed 250 cd/sqm.

Reason: In the interests of the visual amenities of the locality in accordance with policies G1 of the West Sussex Structure Plan, DEV1 of the West Sussex Structure Plan, GEN7, GEN33 of the Arun District Local Plan and in the interests of road safety in accordance with policies DEV1, NE17 of the West Sussex Structure Plan.