ARUN
DISTRICT COUNCIL

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

COPY

DECISION NOTICE

Application Ref: BR/394/04/A

1 **To Addressee**

Yasuf Vural
The Beach Restaurant
The Esplanade
Bognor Regis
West Sussex
PO21 1NE

2 **Site Address**

The Beach Restaurant
The Esplanade
Bognor Regis

3 **Description of Development**

5 x internally illuminated (static) light boxes

4 In pursuance of their powers under this Act and the Regulations the Council REFUSE to consent to the display of the advertisement or advertisements as described in the application and plan for the reasons stated.

REASON 1 The proposed illuminated signage, by reason of its size and siting, would form an unduly prominent and incongruous feature to the detriment of the visual amenities and existing character of the Conservation Area in conflict with policies DEV1 and CH4 of the West Sussex Structure Plan and policies GEN7 and AREA2 of the Arun District Local Plan and SPG - Telecommunications and Advertisements.

REASON 2 If this proposal were permitted the Local Planning Authority would find it difficult to resist similar proposals in the vicinity, the cumulative effect of which would be to alter the character of the locality to the serious detriment of the amenities of the Conservation Area in conflict with policies LOC1, DEV1 and CH4 of the West Sussex Structure Plan and policies GEN7 and AREA2 of the Arun District Local Plan.

Head of Planning Services
Arun District Council
The Arun Civic Centre
Maltravers Road
Littlehampton
West Sussex BN17 5LF

Case Officer: Mr S Andrews

19th January 2005

Decision notice Issued: 20th January 2005