ARUN DISTRICT COUNCIL

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

DECISION NOTICE

Application Ref: LU/282/09/A

1 **To Addressee**

Brownfield Catering Ltd
Mr Barker
8 South Terrace
Littlehampton
West Sussex
BN17 5NZ

2 **Site Address**

East Beach Cafe
The Promenade
Sea Road
Littlehampton
BN17 5GB

3 **Description of Development**

1no. externally illuminated pole mounted sign adjoining restaurant. Re-submission follwing LU/182/09/A

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 advertisement by reason of its siting, height, and illumination within the existing concentration of street signage and paraphernalia, represents additional clutter, inappropriate to its surroundings and is considered unnecessary due to the close proximity of the highly visible and distinctive restaurant 'East Beach Cafe'. The advertisement is thereby contrary to policy GEN7 together with Supplementary Planning Guidance 'Advertisements' of the Arun District Local Plan and PPG19 'Outdoor Advertisement Control.'

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

Case Officer: Ms E E Hearsey

Date of Decision: 11th December 2009

Date Decision Issued: 11th December 2009



Karl Roberts
Assistant Director Planning Services &
Housing Strategy

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

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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 and 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).