



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

DECISION NOTICE

Application Ref: LU/300/10/A

1 To Addressee

Mr Gerald Sweeney
Halifax House 14 - 15 Frederic
edgbaston
birmingham
west midlands
b15 1jd

2 Site Address

Block A
Arndale Road
Wick
Littlehampton
BN17 7GA

3 Description of Development

Proposed display of inflatable advertisement

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 height and siting of the advertisement together with any prolonged display would result in a form of advertisement that would appear as an over conspicuous and dominant feature within the skyline from the surrounding area detrimental to the amenity of the locality. The proposal is therefore contrary to policies GEN7 of the Arun District Local Plan and Planning Policy Guidance (PPG19) 'Outdoor Advertisement Control'.
- REASON 2 If this proposed balloon advertisement were permitted the Local Planning Authority would find it difficult to resist similar proposals in the locality, the cumulative effect of which would be to significantly alter the established character of the locality to the serious detriment of the amenities of the surrounding area, in conflict with policy GEN7 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 P Cleveland

Date of Decision: 5th November 2010

Date Decision Issued: 5th November 2010



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 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).