ARUN DISTRICT COUNCIL

Town & Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)
Application for Consent to Display an Advertisement(s)
DECISION NOTICE

Application Ref: LU/339/14/A

1 **To Addressee**

Mrs J Puttock
61 Bayford Road
Littlehampton
West Sussex
BN17 5DE

2 **Site Address**

Junction of Bridge Road
and Ferry Road

3 **Description of Development**

1 No non-illuminated free standing lawn board.

4 In pursuance of their powers under this Act and 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.

1 The proposed sign, by reason of its size, height and would form an unduly prominent and incongrous feature to the detriment of the visual amenities and existing rural character of the locality in conflict with Paragraph 67 of The National Planning Policy Framework and Paragraph 4.5 of the Supplementary Planning Guidance for Advertisements.

2 The proposed sign, by reason of its siting and method of display, would form a source of distraction to drivers thereby constituting a hazard to road users in conflict with Paragraph 67 of the National Planning policy Framework and Paragraph 3.1 of the Supplementary Planning Guidance for Advertisements.

INFORMATIVE: The Applicant is advised that WSCC do not support the placement of private advertising on publically maintained highway. A highways licence would not be permitted. Any such signage would be in breach of the Highway Act 1980 and subject to enforcement action.

Case Officer: Mrs A Gardner

Date of Decision: **16 January 2015**

Karl Roberts
Assistant Director Planning & Economic Regeneration

Arun District Council
The Arun Civic Centre
Maltravers Road
Littlehampton
West Sussex BN17 5LF

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 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).