AB/104/06/A

ADVERTISEMENTS REPORT

DESCRIPTION/ ADDRESS	-	Various externally illuminated signage The Red Lion, 45 High Street, Arundel.

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	ITEM 1: Metallic Gold finished lettering set with white Light Emitting Diodes to provide halo illumination. It measures approximately 3.2 m in width, 3 m in height and at a height above ground level of 2.85 m. ITEM 2: Double sided timber swing sign fitted to existing metal brackets and externally illuminated by trough lights. The sign measures approximately 0.915 m in width, 1.22 m in height and at a height above ground level of approximately 3.4 m. ITEM 3: A wooden amenity board set on the front wall with bull-nose mouldings. It measures approximately 1.2 m in height, approximately 0.8 m in width and set at approximately 0.975 m above ground level. ITEM 4: Four up/down spot lights to highlight front entrances of commercial premises. Two positioned either flank of individual entrance.
SITE AREA	Approximately 200 square metres
RESIDENTIAL DEVELOPMENT DENSITY (NET)	N/A
TOPOGRAPHY	Predominantly flat
TREES	None
BOUNDARY TREATMENT	Front boundary defined by public footpath. Adjoining shops form the remaining boundaries.
SITE CHARACTERISTICS	Occupying a central location within a terrace row, the building is two-storey in design with red and brown brick elevations. The roof is hipped with brown pantiles. The windows are wooden and painted cream.
CHARACTER OF LOCALITY	Located in the High Street with numerous retail establishments which are predominantly historical in appearance.

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
AB/20/06/A	Externally illuminated replacement signage and applied lettering	Refused 28-03-2006
AB/35/92/A	1 no. non-illuminated blackboard	Planning Permission not required 25-06-1992
AB/27/54/ADV	Illuminated wall sign	Approved Conditionally

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RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
		18-05-1954

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
Arundel Town Council	The Council objects to this application, as it considers the new sign not to be in keeping with the Conservation Area and would like to see the old sign reinstated.
Local Groups	None
Other	None

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
Conservation Officer	These proposals seem satisfactory to me – not too cluttered and the illumination is quite subtle.

POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Within Built-up Area Boundary Building of Character Within Conservation Area Class C Road

DEVELOPMENT PLAN POLICIES

West Sussex Structure Plan : LOC1, DEV1, NE10, CH1, CH4
Arun District Local Plan : GEN 2, GEN7, GEN 22, GEN33, AREA3 AREA19, SPG – Advertisements

PLANNING POLICY GUIDANCE

PPS1	-	Delivering sustainable development
PPG15	-	Planning and the Historic Environment
PPG19	-	Outdoor Advertisement Control
Supplementary Planning Guidance	-	Advertisements
Supplementary Planning Guidance	-	Conservation Areas
Supplementary Planning Guidance	-	Buildings or Structures of Character

POLICY COMMENTARY

The above policies combine to describe the criteria against which the application will be assessed particularly with regard to visual amenity, public safety, and impact upon the surrounding area.

COMMENT ON CONSULTATION RESPONSES

Noted.

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COMMENT ON REPRESENTATIONS RECEIVED

Noted. Each application is judged on its own merits and since the proposed sign is considered in keeping with the Conservation Area and therefore does not warrant either refusal or a reinstatement of the old sign.

ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

Regulation 4(1)(a)(b) and 4(2) of the Town and Country Planning (Control of Advertisements) Regulations 1992 states:-

"A local planning authority shall exercise their powers under these Regulations only in the interests of amenity and public safety, taking account of any material factors, and in particular:

(a) *In the case of amenity, the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest, disregarding, if they think fit, any advertisement being displayed there;*

(b) *In the case of public safety:*
(i) *The safety of any person who may use any road, railway, waterway, dock, harbour or aerodrome;*
(ii) *Whether any display of advertisements is likely to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air.*

In determining an application for consent for the display of advertisements, or considering whether to make an order revoking or modifying a consent, the local planning authority may have regard to any material change in circumstances likely to occur within the period for which the consent is required or granted."

OTHER MATERIAL CONSIDERATIONS

It is considered that there are no other material considerations to warrant a decision otherwise than in accordance with the Development Plan and legislative background.

CONCLUSIONS

The Red Lion is a public house which is situated within the High Street of Arundel. This location implicates it as being visually prominent and as such, any external change should be sympathetic to not only the surrounding historic buildings, but also to the building itself which is designated as a Building of Character.

This application follows AB/20/06/A in which it was identified that Item 3 which is a timber amenity board was an excessive size which detracted from the appearance of the Building of Character. It is considered that this shortcoming has been rectified in this current application to a size which is more modest in scale at approximately 1.2 m in height and approximately 0.8 m in width. In consequence, this sign is regarded as acceptable and not visually overbearing as before.

It is also held that all four items will not adversely affect the special setting of Arundel in line with Local Plan policy AREA3 or the Conservation Area with respect to Policy AREA2. This is especially since the signs sit comfortably within the wall space. In addition, the externally illuminated signs are not considered to adversely impact on public safety. Further, the Conservation Officer states that the

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CONCLUSIONS

proposed signage is not too cluttered and the illumination quite subtle.

In consequence, it is considered that the proposed illumination is unlikely to detract from the appearance of the building in terms of the offered size, illumination and layout at a demonstrable level of harm.

It is therefore recommended that Advertisement Consent should be granted, subject to the conditions set out overleaf.

ARUNDEL AB/104/06/A

Various externally illuminated signage

The Red Lion
45 High Street
Arundel

RECOMMENDATION

Apprve/Cond ADV

1 Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by Regulation 13(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 1992.

2 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
Reason: As required by Regulation13(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 1992.

3 Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by Regulation 13(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 1992.

4 No advertisement is to be displayed without the permission of the owner of the site or other person with an interest in the site entitled to grant permission.
Reason: As required by Regulation13(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 1992.

5 No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of , any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).
Reason: As required by Regulation 13(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 1992.

ARUNDEL	AB/20/06/A
Externally illuminated replacement signage and applied lettering.	Red Lion Public House 45 High Street Arundel

RECOMMENDATION

Refuse

1 The proposed amenity board (ITEM 3), by reason of its excessive size, would detract from the appearance of the Building of Character on which it is to be displayed to the detriment of the visual amenities of the locality and the established character and appearance of the Conservation Area in conflict with PPG19: Outdoor Advertisement Control, policies DEV1, CH1, CH4 of the West Sussex Structure Plan and GEN7, GEN22, AREA19 of the Arun District Local Plan and Supplementary Planning Guidance - Advertisements, Conservation Areas, and Buildings or Structures of Character.