

ADVERTISEMENT CONSENT

REF NO: AB/116/11/A

LOCATION: 33 High Street (Pizza Express)
Arundel

PROPOSAL: 2 no. internally illuminated mounted menu/poster boxes, 1 no. internally illuminated mounted take away sign, 1 no. externally illuminated projection sign & 1 no. set of non-illuminated vertical text installed behind glazing

SITE AND SURROUNDINGS

DESCRIPTION OF APPLICATION	As above. The vertical text would measure 147mm in width and a projection of 32mm. The larger of the 2 window display poster boxes would measure 934mm in height x 679mm in width. The smaller window display box would measure 599mm in height x 429mm in width. The take away menu box would measure 365mm x 431mm. The hanging sign would project from the building by 807mm, have a diameter of 750mm and a depth of 70mm.
SITE AREA	N/A
RESIDENTIAL DEVELOPMENT DEN	N/A
TOPOGRAPHY	Highway slopes gently to the front of site, sloping upwards steeply to the north-west.
TREES	None of any significance affected by the proposed development.
BOUNDARY TREATMENT	Building fronts the highway, rear is enclosed by brick walling and wrought iron railings, approx. 2.5m in height.
SITE CHARACTERISTICS	17th Century, Grade II Listed Building. The elevations are painted render with a red tiled roof and and black painted single glazed windows. 2 storey building with restaurant seating area at ground floor with storage, offices, WCs etc above. Balcony area to rear and metal spiral staircase. Existing signage existing on front of building.
CHARACTER OF LOCALITY	Within the Arundel Conservation Area and historic High Street. Retail and commercial units make up the ground floor accommodation with a mix of residential and

commercial above. Public passageway on north side of the building providing pedestrian access to the Crown yard car park.

RELEVANT SITE HISTORY

AB/86/97/A	1 No. externally illuminated projecting hanging sign	Apprvd/Cond ADV 10-09-1997
AB/82/01/A	Non-illuminated directional sign	Approve Cond 04-09-2001
AB/2/08/A	Various new signage	Approve Cond 19-03-2008
AB/3/08/L	Application for Listed Building Consent for various new signage.	Approve Cond 19-03-2008

REPRESENTATIONS

Representations received:

Arundel Town Council

No objection.

1 Letter of objection from Arundel Chamber of Commerce:

-Such a request we feel would be another contributory factor in the erosion of the uniqueness and charm of our town.

-It is precisely the absence of such features which stands us apart from all the other "generic" U.K. High Streets.

Comments on Representations received:

The Town Councils comments are noted.

Comments on letter of objection:

The proposed adverts are sympathetic to the design of the building and the historic High Street. There are many other illuminated signs and adverts within the street scene which are also of an appropriate design to respect the important historic assets.

CONSULTATIONS

Conservation Area Advisory Com
WSCC Local Development Divis.

Consultations responses received:

Historic Buildings Advisor:

This scheme is generally acceptable. The only concern is the use of vinyl decoration on the inside window. This is ultimately a distraction and detrimental to the character and appearance of the listed building. This should be removed from the proposal.

County Highways:

No concerns based on the proposed plan; as the sign 1 overhangs the pavement, a highway licence will be required before it is erected. Informative suggested.

Comments on Consultation responses:

Comments noted.

POLICY CONTEXT

Designation applicable to site:

Grade II Listed Building

Conservation Area

Class C Road

DEVELOPMENT PLAN POLICIES

Arun District Local Plan:

[GEN7](#)
[AREA2](#)
[GEN33](#)

The Form of New Development
Conservation Areas
Light Pollution

PLANNING POLICY GUIDANCE

PPS5
PPG19

Planning for the Historic Environment
Outdoor Advertisement Control

SUPPLEMENTARY POLICY GUIDANCE

ADS

The Arundel Design Statement by Arundel Town Council

XXX4

Supplementary Planning Guidance for Advertisements.

POLICY COMMENTARY

The above policies combine to describe the criteria against which the application will be assessed particularly with regard to visual amenity, aural amenity, public safety, quality of the environment and impact upon the character of the local area.

The above policies combine to describe the criteria against which the application will be assessed particularly with specific regard to impact upon the Listed Building as well as the character and appearance of the Conservation Area.

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

LISTED/CA

Section 16(1) of the Planning (Listed Buildings & Conservation Areas) Act 1990 states:

"In considering whether to grant Listed Building Consent for any works, the Local Planning Authority shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses."

Where the building is located in a Conservation Area, Section 71(1) of the Act states:

In the exercise, with respect to any buildings or other land in a Conservation Area of any powers (under the Planning Acts), special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.

The proposal is considered to comply with these criteria in that it is not considered to materially affect the character or the setting of the Grade II Listed Building or the character of the Conservation Area.

ADVERTS

Regulation 3(1)(a)(b), 3(2)(a)(b) and 4(3) of the Town and Country Planning (Control of Advertisements) Regulations 2007 states:-

"3(1) A local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account -

- (a) The provision of the development plan, so far as they are material; and
- (b) Any other relevant factors.

(2) Without prejudice to the generality of paragraph (1)(b) -

(a) Factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;

(b) Factors relevant to public safety include -

- (i) The safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- (ii) Whether the display of the advertisement in question is likely to obscure or hinder the ready interpretation of any traffic sign, railway sign or aid to navigation by water or air;
- (iii) Whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

4(3) In determining an application for consent for the display of advertisements, the local planning authority may have regard to any material change in circumstances likely to occur within the period for which the consent is requested.

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/or legislative background.

CONCLUSIONS

PRINCIPLE

The proposed application seeks Advertisement Consent for internally mounted vertical text, pole mounted internally illuminated menu signs and an externally illuminated projecting sign. The building is Grade II Listed, sited within the historic Arundel Conservation Area.

PROPOSED SIGNAGE

The menu signs and vertical text would be affixed within building with the projecting sign overhanging the public highway. The projecting sign is to be suspended from a steel arm with traditional detail above. The pole mounted signs are to be internally illuminated finished in stainless steel and a satin black. The vertical letters are non-illuminated and are to be finished in white with black satin returns.

IMPACT UPON LISTED BUILDING

The proposed scale of the signs are considered to be acceptable ensuring that they do not appear obtrusive on the principle elevation of the building nor detract from its historic appearance. Whilst the proposed signs are not of a traditional design they are of an acceptable material which would be in-keeping with the building and would not detract from the appearance or historic setting of the Grade II Listed Building.

CHARACTER OF LOCALITY

The site is located within Arundel Town Centre characterised by historic shop frontages and other commercial uses. As such there are many signs existing within the street scene of varying designs and scale, predominantly of a traditional design some of which are noted to be illuminated. The signs which are of a sympathetic design are to be internally and externally illuminated in-keeping with others in the locality and therefore acceptable within this historic street scene. As such the proposed signage is considered to be sensitively designed leaving the character of the Conservation Area unharmed.

SUMMARY

The proposed signage is considered to be acceptable in both design and scale and therefore does not detract from the appearance of the listed building and would preserve the character and appearance of the Conservation Area. Also the illumination levels are acceptable given various other illuminated signage within the historic High Street and the level of illumination proposed within the application.

It is therefore recommended that Advertisement Consent be granted subject to the following conditions.

RECOMMENDATION

APPROVE CONDITIONALLY

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: As required by Regulation 14(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to-
(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
(b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: As required by Regulation 14(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 2007.

- 3 Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: As required by Regulation 14(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Reason: As required by Regulation 14(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: As required by Regulation 14(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 2007.

- 6 The intensity of illumination of the proposed internally and externally illuminated signs shall not exceed 200 candelas per metre.

Reason: In the interests of the visual amenities of the locality in accordance with policies GEN7, GEN33 of the Arun District Local Plan.

- 7 The development hereby approved shall be carried out in accordance with the following approved plans:

1:1250 Plan & Drawing No.s 305614-4; 305614-1; 305614-3; 305614-2 Rev A and Existing and Proposed Photographs Rev C.

Reason: For the avoidance of doubt and in the interests of amenity and the environment in accordance with GEN7 of the Arun District Local Plan.

- 8 INFORMATIVE: Before the commencement of any operation, the applicant is advised to contact West Sussex County Council (Tel no: 01243 642105) to obtain a Section 177 Licence under the Highways Acts 1980 to cover any structure that overhangs the highway.