

REPORT UPDATE

Application No: AB/124/11/A

Reason for the Update / Changes

Reasons for update:

Arundel Town Council:
No objection to revised siting.

Highways Agency:
No objection to the proposal.

WSCC Highways:
A27 is operated, maintained and improved by the Highways Agency, therefore WSCC would not wish to comment on this application.

Notes: Changes to recommendations, conditions and / or reasons for refusal will always be reflected in the recommendation section of the attached Officer's Report/Recommendation.

AB/124/11/A

Recommendation Report for Consent to Display an Advertisement(s)

REF NO: AB/124/11/A

LOCATION: Arundel Cricket Club
Waterwoods Plain
Chichester Road Arundel

PROPOSAL: Erect 1No. non-illuminated hoarding sign at the site entrance. This application lies within the South Downs National Park Authority.

SITE AND SURROUNDINGS

DESCRIPTION OF APPLICATION	The sign is to be a non illuminated hoarding sign, located at the entrance into the site. The sign would measure 915mm in height x 2.4m in width x 13mm in depth. The height from ground level would be 1.65m.
SITE AREA	N/A
RESIDENTIAL DEVELOPMENT DEN	N/A
TOPOGRAPHY	Earth bund to front boundary with the site being predominantly flat.
TREES	None affected by the proposed development.
BOUNDARY TREATMENT	Hedging and earth bund to southern boundary adjoining A27.

SITE CHARACTERISTICS

Site occupied by a cricket pavilion, 2 cricket pitches and a car parking/hard standing area. The pavilion has timber clad elevations with a gable thatched roof and flat roof sections. Small traditional timber and metal sign at entrance to site identifying the grounds as a cricket club.

CHARACTER OF LOCALITY

Sited within a rural area, Class A trunk road to south of site. Public house to west of site which has 1No. totem style externally illuminated timber sign of a traditional design, a free-standing timber sign close to the highway and 2No. fascia signs on the building which is set back from the highway.

RELEVANT SITE HISTORY

AB/133/89/A	One non-illuminated pole mounted board sign	Refused 20-11-1989
AB/134/89/A	One non-illuminated pole mounted board sign	Refused 20-11-1989
AB/93/10/A	1No. non illuminated pole mounted sponsorship sign.	Refused 20-12-2010

REPRESENTATIONS

Representations received:

Arundel Town Council

Objection on the grounds that the proposal would be likely to form a distraction to passing drivers that would have an adverse impact upon the safe and efficient operation of this part of the strategic road network

Comments on Representations received:

Comments noted. County Highways have made no objection to the proposed signage.

CONSULTATIONS

WSCC Local Development Divis.
Highways Agency
InterRoute

Consultations responses received:

Highways Agency:

The position of the sign has been amended in accordance with discussion with the Highways Agency. The position of the sign has been agreed verbally with the formal response awaited.

County Highways:

No anticipated highway safety implications.

Comments on Consultation responses:

Comments noted.

POLICY CONTEXT

Designation applicable to site:
Outside the built-up area boundary
Class A Trunk Road
South Downs National Park
Area of Special Control for Adverts

DEVELOPMENT PLAN POLICIES

South East Plan:	SEPC2	South East Plan- Policy C2 The South Downs
Arun District Local Plan:	GEN3 GEN7	Protection of the Countryside The Form of New Development

PLANNING POLICY GUIDANCE

NPPF	National Planning Policy Framework
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SUPPLEMENTARY POLICY GUIDANCE

XXX4	Supplementary Planning Guidance for Advertisements.
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POLICY COMMENTARY

ADVERT

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.

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

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

This application seeks advertisement consent for 1 no. non illuminated free standing sign to the west of the entrance of Arundel Cricket Club. The site is located within an Area of Special Control for Adverts and the South Downs National Park.

The sign would be to advertise a cafe which is proposed at the site. There is an existing Cricket Club sign to the front of the site that is of a much reduced scale and traditional in its appearance as well as various other signage relating to the 'White Swan' to the west.

HIGHWAY SAFETY

The site is located on the A27 trunk road, therefore the Highways Agency have been consulted with regards to the sign proposed. The location of the sign has been amended to reflect on-site discussions with the Highways Agency, to ensure vehicles have sufficient notice of the premise and access into the site. As such, the Highways Agency have agreed to the revised positioning of the sign.

AMENITY

The proposed sign is to have a black background with white lettering supported on angle iron uprights. The simple design and appearance is considered to be appropriate to its location along the A27 and within the South Downs National Park. As such the proposed sign would not detract from the appearance of the locality.

SUMMARY

In the absence of any visual harm to the locality and the safe efficient use of the trunk road being maintained, it is recommended that the application be approved 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.