

Recommendation Report for Consent to Display an Advertisement(s)

REF NO: AB/147/21/A

LOCATION: Field on West of The Causeway/A27 Roundabout
Arundel
BN18 9JJ

PROPOSAL: Installation of free standing sign.

SITE AND SURROUNDINGS

DESCRIPTION OF APPLICATION	This application seeks to construct a freestanding sign at field on West of The Causeway/A27 Roundabout Arundel. The proposed signage will have a display board which will be 1.24m high, 2.48m wide, a base height of 2.19m and overall height of 3.6m. The proposed display board will be attached to two vertical timber posts which are 1.83m apart on concrete spur set into postcrete. The proposed signage will be supported at the rear by two timber post inclined at 47 degree to the timber post and set into postcrete 1.6m away from the vertical timber posts.
SITE CHARACTERISTICS	The site is situated on a field West of The Causeway/A27 Roundabout within the public highway. There is existing signage within the vicinity.
CHARACTER OF LOCALITY	The character of the locality is countryside abutting the public highway in out-of-town location. The site is surrounded by multiple main roads, leading in and out of Arundel while Lyminster and Angmering can be accessed from the A284 and A27 respectively.

REPRESENTATIONS

Arundel Town Council's representative gave no comment due to the ongoing working relationship with the applicant.

WSCC do not provide highways comments for signage / advertisement consents as you have standing advice to follow.

No comment from Environment Agency.

No response from neighbours.

COMMENTS ON REPRESENTATIONS RECEIVED:

Comments noted.

CONSULTATIONS

DEVELOPMENT PLAN POLICIES

PLANNING POLICY GUIDANCE:

NPPF	National Planning Policy Framework
NPPG	National Planning Practice Guidance

SUPPLEMENTARY POLICY GUIDANCE:

SPD5	Advertisements
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DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

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.

CONCLUSIONS

PRINCIPLE

Paragraph 136 of the National Planning Policy Framework (NPPF) states - "The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."

AMENITY

The sign will be free-standing and non-illuminated. Due to this, its simple and carefully thought out design and its size it will not appear obtrusive and would not be harmful to the appearance of the street scene on West of The Causeway/A27 Roundabout Arundel and the general visual amenity of the area.

PUBLIC SAFETY

In the evaluation of the signage, consideration has been given to its impact upon public safety and whether the advertisement itself or its location is likely to be so distracting or so confusing, that it creates a hazard, or endangers people in the vicinity who are taking reasonable care for their own, or others, safety.

The location and scale of the sign is not considered to pose a hazard to public safety. The sign will be located on the site of West of The Causeway/A27 Roundabout Arundel and will not cause a risk to public safety, there will be no illumination on the sign resulting in a lower chance of distraction to vehicles on West of The Causeway/A27 Roundabout Arundel.

CONCLUSION

It is recommended that the application be approved.

HUMAN RIGHTS ACT

The Council in making a decision should be aware of and take into account any implications that may arise from the Human Rights Act 1998. Under the Act, it is unlawful for a public authority such as Arun District Council to act in a manner, which is incompatible with the European Convention on Human Rights.

Consideration has been specifically given to Article 8 (right to respect private and family life) and Article 1 of the First Protocol (protection of property). It is not considered that the recommendation for approval of the grant of permission in this case interferes unreasonably with any local residents' right to respect for their private and family life and home, except insofar as it is necessary to protect the rights and freedoms of others (in this case, the rights of the applicant). The Council is also permitted to control the use of property in accordance with the general interest and the recommendation for approval is considered to be a proportionate response to the submitted application based on the considerations set out in this report.

DUTY UNDER THE EQUALITIES ACT 2010

Duty under the Equalities Act 2010

In assessing this proposal the following impacts have been identified upon those people with the following protected characteristics (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation).

The proposal would have a neutral impact on the protected characteristics.

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.