ADVERTISEMENT CONSENT

REF NO: **AB/37/11/A**

LOCATION: 61 High Street
Arundel

PROPOSAL: 1 no. set of internally illuminated halo fascia text, 1 no. externally illuminated projection sign & 1 no. internally illuminated menu box

SITE AND SURROUNDINGS

DESCRIPTION OF APPLICATION	The halo illuminated letters would measure 400mm in height with an overall width of 1667mm and a projection of 65mm from the existing facade of the building. Illuminance level; 500 cd/m. The externally illuminated projecting sign would measure 800mm in height and a projection from the building of 904mm. Illuminance level; 200 cd/m. The internally illuminated menu sign would measure 440mm in width x 532mm in height x 80mm in depth. Illuminance level; 200 cd/m.
SITE AREA	0.053 hectares
RESIDENTIAL DEVELOPMENT DEN	N/A
TOPOGRAPHY	Arundel town centre is on a hill slope.
TREES	None of any significance affected by the proposed development.
BOUNDARY TREATMENT	Section of iron railings around the entrance steps to the basement. Sections of wall and hedging to rear.
SITE CHARACTERISTICS	Grade II* 19th century Listed Building . Middle of terrace, 3 storey + basement. Brick front elevations, pitched roof behind corbel parapet. Vertically sliding timber sash windows with internal shutters. 3 steps to front entrance door which has an arched fanlight over and Roman Doric columns either side. Iron railings at side of the front entrance which itself is around the entrance to basement section. Plaque to front elevation containing coat of arms and other information. Currently vacant, site has permission to be used as a restaurant on ground floor areas with residential above.
CHARACTER OF LOCALITY	Town centre comprising predominantly retail, restaurant and residential uses. Adjoining properties are an antique

map shop to the south, and a clothing shop to the north. Bank to the south. Castle wall opposite. Various adverts of a traditional style within the Town Centre.

RELEVANT SITE HISTORY

AB/6/94/L	Application under Regulation 13 of the Planning (Listed Building and Conservation Areas) Regulations 1990 to affix wall bracket public highway lighting to replace existing 1960's concrete columns and bracket lighting. Small floodlights (white light source) and one decorative light.	Apprvd Cond by SOS 28-03-1994
AB/17/96	Change of use of one basement room to office	Approve Cond 22-03-1996
AB/53/96/L	Application under Regulation 13 of the Planning (Listed Buildings & Conservation Areas) Regulations 1990 to form: (1) New opening between the existing T.I.C and the museum. (2) Replace the existing internal double doors leading to the stairway (3) Other various internal alterations. (4) Provision of mechanical extract fans to staff toilet and rear office.	Apprvd Cond by SOS 25-07-1997
AB/101/99/L	Application for Listed Building Consent for construction of fire escape corridor partition and fire resisting doors in studwork. Overglaze existing fanlight above internal door in clear fire resisting glass	Apprvd Cond by SOS 08-10-1999
AB/204/03/L	Application under Regulation 13 of the Planning (Listed Buildings & Conservation Areas) Regulations 1990 for Listed Building Consent to affix one hanging sign & one flag pole.	Approved by SOS 08-09-2004
AB/78/08/	Proposal for the change of use of a museum to a retail use with first floor office and second floor residential accommodation.	Approve Cond 23-07-2008
AB/79/08/L	Application for Listed Building Consent for works to affect the change of use of a museum to a retail use with first floor office and second floor residential accommodation.	Approve Cond 23-07-2008

AB/140/10/	Introduction of a restaurant at ground floor & part first floor and reinstatement of two apartments - one at first floor & one at second floor	Approved Cond + S106 09-03-2011
AB/141/10/L	Application for Listed Building Consent for the introduction of a restaurant at ground floor & part first floor and reinstatement of two apartments - one at first floor & one at second floor	Approve Cond 09-03-2011
AB/40/11/L	Application for Listed Building consent for installation of signage comprising 1 no. set of internally illuminated halo fascia text, 1 no. externally illuminated projection sign & 1 no. internally illuminated menu box	Approve Cond 13-07-2011

REPRESENTATIONS

Representations received:

Arundel Town Council

Objection; refer to previous policy no illuminated signs established after the Pizza Express Application. Committee would also like to be informed what will happen to the plaque on the front wall dedicated to Duke Bernard.

Comments on Representations received:

The illuminated signage is not considered to detract from the appearance of the building nor that of the historic street scene in which other illuminated signage is noted. The existing plaque to the front elevation of the building is to remain, substitute plans have been received which show this as well as the repositioning of the menu to sign adjacent to the main entrance door. The removal of the plaque would not be acceptable.

CONSULTATIONS

Conservation Area Advisory Com
WSCC Local Development Divis.

Consultations responses received:

Conservation Area Advisory Committee:
No objection

County Highways:
As sign '1' overhangs the pavement, a highway licence will be required before it is erected. All other proposed signage is away from the public highway, therefore no concerns would be raised to the proposal.

Comments on Consultation responses:

Comments noted.

POLICY CONTEXT

Designation applicable to site:

Grade II* Listed Building
Within Built-Up Area Boundary
Conservation Area

DEVELOPMENT PLAN POLICIES

Arun District Local Plan:	AREA2	Conservation Areas

PLANNING POLICY GUIDANCE

PPS1	Delivering Sustainable Development
PPS5	Planning for the Historic Environment
PPG19	Outdoor Advertisement Control

SUPPLEMENTARY POLICY GUIDANCE

XXX4	Supplementary Planning Guidance for Advertisements.

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

The proposed application seeks Advertisement Consent for halo illuminated letters over the front entrance into the site, a wall mounted internally illuminated menu sign and an externally illuminated projecting sign. The building is Grade II* Listed, sited within the Arundel Conservation Area.

PROPOSED SIGNAGE
The signs would be affixed to the principle elevation of the building with the projecting sign overhanging the public highway. The proposed letters are to be of stainless steel, the projecting sign is to have metal panelling hanging from a wrought iron rail bracket and the illuminated menu sign stainless steel, all sign are to be finished in black.

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 INFORMATIVE: Before 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 Act 1980 to cover any structure that overhangs the highway.