REPORT UPDATE

Application No: AB/54/15/A

Reason for the Update / Changes

Having considered the proposals Highways England (HE) have concluded that they have no objections to the proposed non-illuminated sign. However, we would ask that you advise the applicant that his sign and mounting posts should be sufficiently secure and robust enough to withstand any high winds at this location.

Officer comment: The proposed frame does not have the appearance of it being sufficiently robust as required by HE.

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/54/15/A

Recommendation Report for Consent to Display an Advertisement(s)

REF NO: **AB/54/15/A**

LOCATION: Field facing Arundel east roundabout
Arundel

PROPOSAL: 1 No. non illuminated wooden post mounted banner sign.

SITE AND SURROUNDINGS

DESCRIPTION OF APPLICATION	The advert is to be mounted by the use of a wooden frame comprising 2x wooden post measuring 3.6m high. The advert itself will be a banner measuring 1m high x 2m wide and will alternate to highlight the farmers market for one week of the month and other Arundel events for the remaining three weeks.
TOPOGRAPHY	Predominantly flat.
TREES	None affected by the proposed development.
BOUNDARY TREATMENT	Low shrubs to front and open fields to the rear.
SITE CHARACTERISTICS	Open on all sides next to a roundabout and intersected by the A27. A number of other directional signs in close proximity.
CHARACTER OF LOCALITY	Sited within a rural area, Class A trunk road (A27) to south of the site. The historic town of Arundel is located to the north with clear

elevated views of Arundel Castle available from the application site. The boundary with the Sussex Downs National Park lies beyond the built up area of Arundel.

RELEVANT SITE HISTORY

None.

REPRESENTATIONS

Representations received:

Arundel Town Council

No objection.

The Ward Councillor supports the application.

Comments on Representations received:

Comments noted.

CONSULTATIONS

WSCC Strategic Planning
Highways England

Consultations responses received:

West Sussex Highways
No comments. Follow standing advice.
Highways England
Comments awaited.

Comments on Consultation responses:

Noted.

POLICY CONTEXT

Designation applicable to site:
Outside built up area boundary

DEVELOPMENT PLAN POLICIES

Arun District Local Plan 2003:

PLANNING POLICY GUIDANCE

NPPF	National Planning Policy Framework
NPPG	National Planning Practice Guidance

SUPPLEMENTARY POLICY GUIDANCE

SPD5	Advertisements

POLICY COMMENTARY

Advertisements

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 Neighbourhood Development Plan

Where applicable, Neighbourhood Development Plan's (more commonly known as a neighbourhood plan or NDP), once made by Arun District Council, will form part of the statutory local development plan for the relevant designated neighbourhood area and policies within them will be considered in determining planning applications. Made NDP policies will be considered alongside other development plan documents including Arun District Council's Local Plan. Whilst an NDP is under preparation it will afford little weight in the determination of planning applications. Its status will however gain more weight as a material consideration the closer it is towards it being made. Arun District Council will make reference to an NDP when it has, by the close of planning application consultation, been publicised for pre-submission consultation(Reg.14).

Made Plans in Arun District Council's Local Planning Authority Area are: Angmering; Arundel; Barnham & Eastergate; Bersted; East Preston; Felpham; Ferring; Kingston; Littlehampton; Rustington; and Yapton.

There are no relevant policies in the Arundel Neighbourhood plan.

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.

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 site is located outside the built-up area within a countryside location.

Paragraph 67 of the National Planning Policy Framework states that:

"Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."

As the NPPF makes clear, the display of outdoor advertisements can only be controlled in the interests of amenity and public safety. The control system in place for advertising is concerned with the visual effect on its surroundings of an advertisement.

VISUAL AFFECTS
This location is characterised by slow moving traffic as the roundabout is approached and therefore offers a significant number of motorist and pedestrian traffic from the nearby railway station with views to surrounding fields and the historic views of Arundel. There are clear and uninterrupted views of Arundel Castle from the application site. These would be partially lost from the erection of this advert resulting in a considerable and unacceptable effect on the views of the town.

Given the rural character of the area the placing of an additional advert would have a serious effect on the areas visual amenity, specially given that there are already a number of other directional adverts in the vicinity that are exempt from advertisement control. Approval in this case would therefore be prejudicial to the character and appearance of the area.

HIGHWAY CONSIDERATIONS
County highways have not raised an objection to this application. The slow moving nature of traffic next to a busy roundabout will mean that there will be little distraction to drivers and therefore not adversely effect highway safety.

CONCLUSION
Whilst the application is recommended for refusal it is considered that a more appropriately designed structure together with a less sensitive location in the vicinity of that proposed will be negotiated with the Arundel Town Council where this application to be refused by members.

RECOMMENDATION

REFUSE

1 The proposed sign, by reason of its size, design and siting, forms an unduly prominent and incongruous feature to the detriment of historic views of Arundel and the existing rural character of the locality in conflict with Arun District Council Supplementary Planning Guidance for Advertisements and the NPPF.