

Recommendation Report for Consent to Display an Advertisement(s)

REF NO: AL/39/18/A

LOCATION: The Furlongs - sales office
Hook Lane
Aldingbourne
PO20 3TE

PROPOSAL: 1 No. non-illuminated fascia sign near entrance of site & additional low level landscaping.

SITE AND SURROUNDINGS

DESCRIPTION OF APPLICATION	Non illuminated lettering to side wall of show home. Landscaping (in the description) does not require advertisement consent.
TOPOGRAPHY	Land rises gently from Hook Lane.
TREES	There are mature trees along the northern site boundary but none of any significance affected by the proposed adverts
BOUNDARY TREATMENT	A new 2m closeboarded fence has been erected along the boundaries of the established dwellings fronting Hook Lane on either side of the estate road
SITE CHARACTERISTICS	The site is generally flat but rises gradually from Hook Lane. The land is bounded by the detached dwellings fronting Hook Lane and by Aldingbourne Primary School to the east.

RELEVANT SITE HISTORY

AL/95/17/A	Various illuminated & non-illuminated fascia signs, sign board, flags & small/supplementary signage for navigation & health & safety.	ApproveConditionally 27-11-17
AL/107/16/RES	Application for Reserved Matters application following Outline Planning Permission AL/39/13 for the demolition of Oakdene and all other structures within the site and the erection of 79 dwellings, public open space, children's play areas, landscaping, drainage measures, sub-station, pumping station and all other associated works.	ApproveConditionally 24-05-17

REPRESENTATIONS

REPRESENTATIONS RECEIVED:

The lettering on the gable end should be relocated in a less prominent position where not so visible to local residents.

The retrospective application should be refused.

DEVELOPMENT PLAN POLICES

DDM4 D DM4 Extensions&alter to exist builds(res and non-res)

[Aldingbourne Neighbourhood Plan 2016 POLICY H1](#) New housing or altering dwellings

Quality of Design

PLANNING POLICY GUIDANCE:

NPPF National Planning Policy Framework

NPPG National Planning Practice Guidance

SUPPLEMENTARY POLICY GUIDANCE:

SPD5 Advertisements

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**

Paragraph 132 of the National Planning Policy Framework (NPPF) states that 'advertisement should be subject to control online in the interests of amenity and public safety, taking account of cumulative impacts'. Paragraph 3.1 of the Councils adopted Supplementary Planning Guidance for adverts confirms that '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.

DESIGN AND VISUAL AMENITY

Given the extent of advertisements already present on the site and in the immediate vicinity the design and location of the proposed advert is not considered that to have an unacceptably adverse impact upon visual amenity nor will residential amenity of nearby properties be unacceptably affected. Additionally, the proposed development is considered to be in accordance with D DM4 of the Arun District Council Local Plan (2011-2031) and Policy H1 of the Aldingbourne Neighbourhood Development Plan.

PUBLIC SAFETY

In the evaluation of the sign consideration has been given to its impact upon public safety, it is vital to consider 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 post a hazard to public safety and complies with standing highways safety advice and conditions recommended by Highways England.

SUMMARY

In the absence of harm to amenity or public safety, it is recommended that the application be approved, subject to the conditions set out below.

HUMAN RIGHTS ACT**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 The development hereby approved shall be carried out in accordance with the following approved plans:

- Location Plan - 160101/LP
- Site Layout - 160104/CSL
- Site Plan - 001283 - 10 (13)
- EXT 006 - Gable End Letter - 001283 - 10 (13) - 7

Reason: For the avoidance of doubt and in the interests of amenity and the environment in accordance with policy D DM1 of the Arun District Local Plan and the National Planning Policy Framework.

- 2 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.

- 3 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.

- 4 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.