

Recommendation Report for Consent to Display an Advertisement(s)**REF NO:** AL/54/13/A**LOCATION:** Land adjacent to the A27
Arundel Road
Aldingbourne West Sussex**PROPOSAL:** 1no. non illuminated directional advertisement board mounted on a timber frame.**SITE AND SURROUNDINGS**

DESCRIPTION OF APPLICATION	This application seeks permission for a non-illuminated advertisement board mounted on a timber frame with two timber posts. The sign board measures 1.56m high by 1.83m wide and the height of the posts above ground level is 1.83m. The sign is coloured white lettering on a red background and simply serves to indicate that visitors to the Countryside Centre should take the next left.
TOPOGRAPHY	The site of the sign is on the grass verge and is set slightly higher than both the adjacent farmland and the highway.
TREES	None of any significance.
BOUNDARY TREATMENT	This is an open site adjacent to the A27.
SITE CHARACTERISTICS	This is grass/scrub verge adjacent to the A27 trunk road. The sign is aimed at eastbound traffic and thus faces west. There is no pedestrian access to the sign other than through the adjacent private field.
CHARACTER OF LOCALITY	Rural area albeit intersected by the A27.

RELEVANT SITE HISTORY

AL/56/93	Erection of greenhouse	Inc Docs Ret'nd 16-07-1993
AL/76/93	Erection of greenhouse	ApproveConditionally 10-09-1993
AL/84/93	1 no residential dwelling for the supervision and management of the Country Centre	Withdrawn 03-12-1993
AL/83/93	Erection of building including dwelling, shop, workshop, dining, kitchen, training rooms and offices for agricultural workers with disabilities. Services, car parking access and implement shed.	Approved Cond + S106 09-03-1994

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AL/77/94	Holding tank to supply water for existing buildings and horticultural use.	ApproveConditionally 08-11-1994
AL/42/97	Office extension over garage	ApproveConditionally 11-07-1997
AL/33/99/	Extension of existing centre to provide training workshops for upholstery & french polishing	ApproveConditionally 14-07-1999
AL/29/01/	Top building extension and rebuilding in traditional materials to match main buildings (built in two phases).	ApproveConditionally 25-05-2001
AL/22/05/	Replacing existing with poly tunnel 25m long x 12.8m (2 x 6.4m) for horticultural purposes & potting shed for clients with learning difficulties	ApproveConditionally 09-06-2005
AL/110/12/	New visitor building, extension to the existing client facilities building & reconfiguration of existing animal petting buildings. New landscaping elements including car parking, new planting & improved pathways - This application is a Departure from the Development Plan.	ApproveConditionally 11-04-2013
AL/79/78	Erection of 11kv overhead line and pole mounted transformer	No Objection 09-01-1979
AL/115/79	Erection of greenhouse approx 5,500 sq ft	ApproveConditionally 16-01-1980
AL/119/81	Extension to existing building to provide additional toilet facilities and more adequate locker room	ApproveConditionally 06-01-1982
AL/127/81/ADV	3 Non-illuminated painted advertisement boards	Apprvd/Cond ADV 07-04-1982
AL/90/84	Cold room extension	Permit'd Devel 23-10-1984

There have been several applications regarding the Countryside Centre over the years.

REPRESENTATIONS

Representations received:

Aldingbourne Parish Council - no comments received.

Two letters of support have been received including one with the following comment:

"I am writing to comment on the application for the sign for the Aldingbourne Country Centre by the A27. My family live in the premises in the roads which lead to the Aldingbourne

Country Centre and are therefore familiar with the traffic in this area. I wish to support the application and agree with the Country Centre needing a sign. They are good neighbours and we know from our own experience that they are not the only users of the road. We live in a rural area, which has agricultural traffic; we accept this as part of everyday life. We are frequent visitors to the Country Centre and think they do a really valuable job."

Comments on Representations received:

Comments noted.

CONSULTATIONS

Highways Agency

Consultations responses received:

Highways Agency - no objection.

Comments on Consultation responses:

Comments noted.

POLICY CONTEXT

Designations applicable to site:

Outside the Built Up Area Boundary; and
Area of Special Control Adverts.

DEVELOPMENT PLAN POLICIES

Arun District Local Plan:

[GEN3](#)
[GEN7](#)
[DEV34](#)

Protection of the Countryside
The Form of New Development
Tourist Accommodation and Attractions

PLANNING POLICY GUIDANCE

NPPF

National Planning Policy Framework

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

The advert is situated on the grass verge to the A27. As a result, it is only readily visible to views of it from the A27. The sign is non-illuminated and the Highways Agency have raised no objection to it. It is a relatively simple advertisement and will serve to highlight the location of the centre to potential customers and also warn general road users of a potential traffic hazard (i.e. vehicles entering the A27).

Paragraph 77 of the NPPF 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."

Whilst the advert will have an appreciable impact on the visual amenity of the A27 streetscene, this is a location where subject to Highway Agency consent, such signs would be appropriate. Therefore it is recommended that the application is approved as follows.

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.

- 6 The development hereby approved shall be carried out in accordance with the following approved plans: "A27 Sign" (1:2500 Location Plan); "A27 Sign" (1:500 Location Plan); and "A27 Sign Elevation" (1:20).

Reason: For the avoidance of doubt and in the interests of amenity and the environment in accordance with GEN7 of the Arun District Local Plan.