ADVERTISEMENT CONSENT

REF NO: **AW/207/11/A**

LOCATION: Marine Park Gardens
Marine Drive West
Bognor Regis

PROPOSAL: 1no. Flagpole

SITE AND SURROUNDINGS

DESCRIPTION OF APPLICATION	As above. The flag will measure approximately 1800mm x 900mmm and features white lettering stating, 'Green Flag Award 2010-2011', on a light green background. The lettering will measure 12cm in height. The flag will be mounted on a flagpole, 10 metres in height, and is constructed from glass fibre matt and polyester resin.
SITE AREA	Approximately 1.66 ha
RESIDENTIAL DEVELOPMENT DEN	N/A
TOPOGRAPHY	Predominantly flat
TREES	None of any significance affected by the proposed development.
BOUNDARY TREATMENT	Low hedging, approximately 1 metre in height, encloses Marine Park Gardens.
SITE CHARACTERISTICS	Marine Park Gardens - municipal gardens located in Bognor Regis Town Centre, fronting Marine Drive West.
CHARACTER OF LOCALITY	Surrounding area is characterised by a mix of residential and commercial uses.

RELEVANT SITE HISTORY

REPRESENTATIONS

Representations received:
Aldwick Parish Council
No objection
Comments on Representations received:
Comments noted

CONSULTATIONS

Consultations responses received:

None

Comments on Consultation responses:

None

POLICY CONTEXT

Designation applicable to site:
Within Built-Up Area
Class C Road

DEVELOPMENT PLAN POLICIES

Arun District Local Plan:	GEN7	The Form of New Development

PLANNING POLICY GUIDANCE

PPS1	Delivering Sustainable Development
PPG19	Outdoor Advertisement Control

SUPPLEMENTARY POLICY GUIDANCE

XXX4	Supplementary Planning Guidance for Advertisements.

POLICY COMMENTARY

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

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 within the built-up area boundary at Marine Park Gardens, Bognor Regis.

VISUAL AMENITY
The flag will be positioned centrally within Marine Park Gardens and will feature the 'Green Flag Award 2010-11'. Owing to its position and height, the flag will be highly visible, above the height of surrounding lamp columns. However, the park is open and spacious in character and is set against a backdrop of 3 storey buildings. There are no other adverts or flags within the Municipal Gardens. The flag is considered an appropriate design, scale and colour that will not cause any significant visual harm in this seaside location. The flag will be on a rope and cleat mechanism and can be easily removed when not in use.

HIGHWAY SAFETY
With regard to highway safety, Marine Drive West is a Class C road. The flag is located within the municipal gardens and will be positioned approximately 15 metres back from the highway (Marine Drive West) at a height of 10 metres above ground level. The flag is not illuminated. In this location, the flag is not considered to distract road users or create any highway safety issues.

SUMMARY
It is therefore recommended that advertisement consent is granted for the proposed flagpole, 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.