

A/107/06/A**ADVERTISEMENTS REPORT**

DESCRIPTION/ ADDRESS	- 1 No. externally illuminated fascia sign (Re-submission following A/64/06/A). Angmering Medical Centre, Station Road, Angmering.
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THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	As above. The sign will measure approximately 3.8 metres in length, approximately 0.45 metres in height and protrude by approximately 100 mm. The illumination will be externally illuminated.
SITE AREA	Approximately 150 square metres.
RESIDENTIAL DEVELOPMENT DENSITY (NET)	N/A
TOPOGRAPHY	The land is undulating sloping down to the car park at the north. The car park is located in a basin and located to the north-west of the medical centre.
TREES	None affected by this application.
BOUNDARY TREATMENT	The front boundary consists of trees and bushes at over 1.5 metres in height. To rear there is close boarded fencing at approximately 1.8 metres in height and vegetation including trees and shrubs.
SITE CHARACTERISTICS	The medical centre is single storey in height and composed of red brick elevations. The roof is pitched with grey tiles. There is a concertina of metal railings and a ramp to the front of the building which serves as an access route.
CHARACTER OF LOCALITY	The Angmering Medical Centre is positioned on the Class A road of Station Road located to the south. The area is predominantly rural in character. The village centre of Angmering is situated to the north-east of the site.

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
A/144/98	Outline application for erection of doctors surgery (Use Class D1) – (Departure from the Development Plan)	Approved Conditionally 10-03-1999
A/166/03	Construction of a new building. Angmering Doctors Surgery with car parking on site	Approved Conditionally 15-02-2005
A/93/05	Construction of a new building, Angmering Doctors Surgery with car parking on site to include pharmacy (re-submission following planning application A/166/03)	Approved Conditionally 26-10-2005
A/64/06/A	1 No. internally illuminated box sign and 1 No. internally illuminated fascia sign	Refused 28/06/06

A/107/06/A

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
Angmering Parish Council	~~Awaiting~~ No objection
Local Groups	None
Three letters of objection	Too many signs outside the Medical Centre already. • Have the two large signs for Lloyds Pharmacy been the subject of the planning process? • The previous planning application was turned down but the light was erected almost immediately. • The area is too well lit which renders the signage on the Thatchway illegible at night causing safety concerns and identification issues for the emergency services. • Proposed light would be highly visible in The Thatchway and Station Road. Particularly invasive in winter months. • Visually affecting Downlands House with its prominence. • The sign is out of keeping with the village. • A breach of Planning Policy GEN7 and in particular sub-sections ii, iv and v and GEN33. • No firm indication as to the maximum/minimum hours the lights would be operation.

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
County Highways	No objection.
Conservation Officer	This resubmission intended external illumination to the sign rather than internal. This will be much more appropriate given the proximity of the Conservation Area. No objections.

POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Within Built-up Area Boundary Tree Preservation Order Class A Road

DEVELOPMENT PLAN POLICIES

West Sussex Structure Plan : LOC2, DEV1, CH1 Arun District Local Plan : GEN3, GEN7, GEN33, SPG - Advertisements

PLANNING POLICY GUIDANCE

PPS1	- Delivering Sustainable Development
PPS7	- Sustainable Development in Rural Areas
PPG19	- Outdoor Advertisement Control

A/107/06/A**POLICY COMMENTARY**

The above policies combine to describe the criteria against which the application will be assessed particularly with regard to visual amenity, public safety, and impact upon the surrounding area.

COMMENT ON CONSULTATION RESPONSES

Noted.

COMMENT ON REPRESENTATIONS RECEIVED

Noted. The two signs for Lloyds Pharmacy have been the subject of previous application A/64/06/A which concerned one internally illuminated box sign and one internally illuminated fascia sign. The previous planning application A/64/06/A was refused at Committee on 28-06-2006 and a request for the removal of one advertisement has been made.

The sign will not visually affect Downlands House or the village of Angmering due to its relatively diminutive proportions of approximately 3.8 metres in length and approximately 0.45 metres in height. The County Highways have been consulted and raised no objection. The Conservation Officer has maintained that the externally illuminated sign will be more appropriate than the previous application. It is maintained that the externally illuminated sign is consistent with policies GEN7 and GEN33. A condition will be placed on the sign to prevent illumination outside of the operation hours of the retail unit in the Angmering Medical Centre.

ASSESSMENT OF PROPOSAL**DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND**

Regulation 4(1)(a)(b) and 4(2) of the Town and Country Planning (Control of Advertisements) Regulations 1992 states:-

"A local planning authority shall exercise their powers under these Regulations only in the interests of amenity and public safety, taking account of any material factors, and in particular:

- (a) In the case of amenity, the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest, disregarding, if they think fit, any advertisement being displayed there;*
- (b) In the case of public safety:*
 - (i) The safety of any person who may use any road, railway, waterway, dock, harbour or aerodrome;*
 - (ii) Whether any display of advertisements is likely to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air.*

In determining an application for consent for the display of advertisements, or considering whether to make an order revoking or modifying a consent, the local planning authority may have regard to any material change in circumstances likely to occur within the period for which the consent is required or granted."

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 legislative background.

A/107/06/A**CONCLUSIONS**

The application seeks permission for one externally illuminated fascia sign measuring approximately 3.8 metres in length and approximately 0.45 metres in height. It follows planning application A/64/06/A for one internally illuminated box sign and one internally illuminated fascia sign. The application was refused by Committee and an externally illuminated sign was considered an aesthetic improvement. Therefore, it is considered that the shortcomings highlighted in this planning application have been rectified to a design which is more sympathetic to the character of the surrounding area of Angmering village.

The sign can be principally viewed from north to south and is not considered to be detrimental to the rural character of the street scene; especially since the sign sits comfortably within the wall space. Further, the County Highways Officer has raised no objection and it is the opinion of the Conservation Officer that the external illumination will be more appropriate than the previous application, given the proximity of the Conservation Area. In consequence, it is considered that the illuminated sign will not amount to a demonstrable level of harm.

It is therefore recommended that Advertisement Consent should be granted, subject to the conditions set out overleaf.

ANGMERING

A/107/06/A

1No externally illuminated fascia sign
(Re-submission following A/64/06/A)

Angmering Medical Centre
Station Road
Angmering

RECOMMENDATION**Approve Conditions**

- 1 Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by Regulation 13(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 1992.
- 2 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
Reason: As required by Regulation 13(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 1992.
- 3 Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by Regulation 13(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 1992.
- 4 No advertisement is to be displayed without the permission of the owner of the site or other person with an interest in the site entitled to grant permission.
Reason: As required by Regulation 13(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 1992.
- 5 No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).
Reason: As required by Regulation 13(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 1992.

ANGMERING

A/107/06/A

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- 6 The advertisements hereby granted consent shall not be illuminated outside of the operation hours of the retail unit in the Angmering Medical Centre.

Reason: In the interests of the visual amenities of the locality in accordance with policies DEV1 of the West Sussex Structure Plan and GEN7, GEN33 of the Arun District Local Plan.