

ADVERTISEMENT CONSENT

REF NO: A/133/09/A

LOCATION: Angmering Manor Hotel
High Street
Angmering

PROPOSAL: One internally illuminated box sign.

SITE AND SURROUNDINGS

DESCRIPTION OF APPLICATION	As above. The sign, which is an illuminated box, is already in position and lit at night. It measures 650mm high by 400mm wide and 120mm in thickness.
SITE AREA	Approximately 0.3 hectares.
RESIDENTIAL DEVELOPMENT DEN	N/A
TOPOGRAPHY	Predominantly flat, however, the houses opposite are raised above the level of the road.
TREES	There is a mixture of medium and large trees towards the front of the site.
BOUNDARY TREATMENT	There is an approximately 1.8 metre high flint wall which extends around the site. There are also large trees and hedges on and around most sections of the boundary.
SITE CHARACTERISTICS	The site is occupied by a two storey Grade II Listed Building which has had a number of extensions made to the side and rear. There is a hard standing parking area to the front. On the northern boundary, behind the flint wall, there is a V-shaped board sign which is downlit by a strip light. The sign which is subject of this application has been attached to the corner of this sign.
CHARACTER OF LOCALITY	The site is located within the Angmering Conservation Area, on a stretch of road which is characterised, in general, by two storey detached and semi-detached residential dwellings. The style and informal layout of the dwellings, as well as the amount of mature landscaping close to the road, produces a semi-rural appearance to the street.

RELEVANT SITE HISTORY

A/179/06/A	1no non illuminated applied lettering to front elevation	Approve Cond 12-01-2007
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A/121/08/A

Advertisement consent for one V shaped free standing illuminated sign

Approve Cond

20-11-2008

REPRESENTATIONS

Representations received:

Angmering Parish Council

Objection: It has an adverse impact on the Conservation Area and it is believed to be a distraction to motorists in view of its brightness in this area.

3 letters of objection: Would be out of keeping with the ancient surroundings of the oldest street in Angmering. It is large and garish. There is already an unlit AA sign on the adjacent gatepost. It is a distraction to motorists. The existing large illuminated sign should be more than adequate. It overhangs the road.

Comments on Representations received:

County Highways have been consulted regarding road and pedestrian safety and have provided no objections, subject to a maximum level of illumination and a license being acquired for a sign overhanging the highway. Other issues raised will be addressed in the conclusions of this report.

CONSULTATIONS

WSCC Local Development Divis.

West Sussex - Listed Building

Conservation Area Advisory Com

Consultations responses received:

County Highways: It does not appear that this illuminated box sign is in a position where it could obstruct the highway. It would appear that the sign overhangs the pavement, therefore A Highway License will be required. Provisionally, there would be no highway objection to this sign, providing its luminance levels do not exceed 1000 cd/m2 and a license is acquired from WSCC.

Conservation Area Advisory Committee: Strong Objection: Does not fit in or enhance Conservation Area. Totally inappropriate. Suggest stars be put on board. No illumination.

Comments on Consultation responses:

Comments noted

POLICY CONTEXT

Designation applicable to site:

Within Built-Up Area

Within Conservation Area

Grade II Listed Building

DEVELOPMENT PLAN POLICIES

South East Plan:

Arun District Local Plan:

[GEN2](#)
[GEN7](#)
[AREA2](#)

Built-up Area Boundary
The Form of New Development
Conservation Areas

PLANNING POLICY GUIDANCE

PPS1

Delivering Sustainable Development

PPG15

Planning and the Historic Environment

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 Conservation 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

The sign is in a prominent position within the Conservation Area due to its positioning attached to an existing sign, reaching a height of approximately 2.6 metres and overhanging the public highway. This prominence is enhanced by the signs size, its bright colouring and its illumination in hours of darkness. It is considered that, in addition to the existing illuminated V-shaped sign, the illuminated box sign creates a cluttered appearance which is harmful to the setting of the Grade II Listed Building. It is also considered to be detrimental to the Conservation Area. The sign is unnecessary as it is considered that the hotel is already adequately advertised.

The presence of an illuminated box sign attached to the illuminated V-shaped board sign is considered to create an intensive level of illumination that has an adverse impact on the amenities of neighbouring residents, namely those living directly opposite the sign.

It is therefore recommended that the application is refused, for the following reasons.

RECOMMENDATION

REFUSE

- 1 The illuminated sign represents a prominent and inappropriate addition to the existing signage and would result in a loss of visual character to both the historic Listed Building and the designated Conservation Area. It therefore conflicts with policies GEN7, AREA2 and the Supplementary Planning Guidance for Advertisements of the Arun District Local Plan and PPG15 Planning and the Historic Environment.
- 2 The advertisement, by reason of its siting and method of display, gives rise to a cluttered appearance of the premises to the detriment of the historic character of the Listed Building and the visual amenities of the Conservation Area. It is therefore in conflict with policies GEN7 and AREA2 and the Supplementary Planning Guidance for Advertisements of the Arun District Local Plan and PPG15 - Planning and the Historic Environment.