Recommendation Report for Consent to Display an Advertisement(s)

REF NO: **A/15/17/A**

LOCATION: Unit 3
Manor Retail Park
New Road Rustington

PROPOSAL: 5No. internally illuminated & 4No. non-illuminated fascia signs & 2No. internally illuminated signcase signs on various elevations

SITE AND SURROUNDINGS

DESCRIPTION OF APPLICATION

Sign one, three, four and ten, are all single faced Aldi logo signs in aluminium signcases, fixed to the external walls at high level on all three elevations. The signs measure 2,470mm x 2,070mm x 120mm and are approximately 6,750mm above ground level. The sign panel is made from polycarbonate. During trading hours, static internal LED illumination is provided with a 3m light enhancement film inside the sign. The maximum symbol size is 1,018mm and is internally illuminated.

Sign two, is a non-illuminated vinyl sign on the glazing, which is to be located between the entrance and exit doors to the foodstore, on the West elevation. The dimension of the logo sign is 1,240mm x 1,480mm x 1.5mm and is approximately 585mm above ground level, with the maximum symbol size being 600mm.

Signs five and six, are full colour screen printed vinyl graphics on glazing and are located along the North elevation. The overall dimension of the signs are 2,425mm x 6,644 x 1.5mm each and consist of a number of vinyl within the glazing and the sign is not internally illuminated.

Signs seven and eight, are two single-faced signage poster panels, made of high quality materials, each measuring 1,500mm x 1,150mm x 60mm, sitting between three posts. These signs are 600mm above ground level and located near the entrance/exit to the store, in front of the trolley bays. The poster signage is illuminated internally.

Sign nine, is a single faced fabricated aluminium signcase. The text will have a maximum symbol height of 1,200mm. The dimensions of the sign is approximately

	2,4650mm x 6,227mm x 120mm and is approximately 4,670mm above ground level and during trading hours the sign willcontain static internal LED illumination is provided with 3m light enhancement film inside the sign. Sign eleven, is a full colour screen printed vinyl graphic mounted on aluminium panels and has a maximum symbol height of 1,200mm. The dimension of the sign is approximately 1,800mm x 21,875mm x 1.5mm and this sign will not be internally illuminated. The sign is situated approximately 4,950mmm above ground on the South elevation.
SITE AREA	N/A
RESIDENTIAL DEVELOPMENT DENSITY	N/A
TOPOGRAPHY	Predominantly flat.
TREES	None of any significance affected by the proposed development.
BOUNDARY TREATMENT	N/A
SITE CHARACTERISTICS	The site is retail and comprises a number of new units which are nearing completion.
CHARACTER OF LOCALITY	The character of the locality is predominantly retail

RELEVANT SITE HISTORY

None

REPRESENTATIONS

Representations received:

Angmering Parish Council

No Objection - It is anticipated that similar conditions will be specified regarding hours of operation and
brightness as has been the case with neighbouring properties.

Comments on Representations received:

Comments noted. Luminance levels of the proposed advertisements have been restricted through condition. The advertisement consent previously granted at the neighbouring site under A/134/17/A, to the rear of the Park was not restricted on hours of illumination, but this application signage relates to larger signs which are closer to the road frontage. In addition, the application states that the illumination of the signage is to coincide with opening times it is therefore considered to be reasonable in this case to impose such restrictions on this application.

CONSULTATIONS

Consultations responses received:

None

Comments on Consultation responses:

Comments noted.

POLICY CONTEXT

Designation applicable to site:
Outside Built Up Area Boundary
Area of Special Control for Advertisements

DEVELOPMENT PLAN POLICIES

Arun District Local Plan 2003:

PLANNING POLICY GUIDANCE

NPPF	National Planning Policy Framework
NPPG	National Planning Practice Guidance

SUPPLEMENTARY POLICY GUIDANCE

SPD5	Advertisements

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

INTRODUCTION
As set out in the Development Plan Background section of this report the Councils consideration of this proposal is limited to amenity and public safety. These issues are considered below.

AMENITY
Paragraph 67 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."

Given the design of the proposed advertisements and their location it is considered that the advertisements will not have an unacceptably adverse impact upon visual amenity nor will residential amenity of nearby properties be unacceptably affected. The site backs onto the railway line with an industrial estate beyond.

PUBLIC SAFETY
In terms of 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. Therefore, the proposed adverts are not considered to have an adverse impact of the safety of pedestrians or road users.

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.

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 The intensity of illumination of the proposed sign shall not exceed 250 cd/m.

Reason: In interests of the visual amenities of the locality in accordance with the NPPF.

5 The illumination of the proposed signs shall be of a non-intermittent type.

Reason: In the interests of the visual amenities of the locality in accordance with the NPPF.

6 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.

7 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.

8 The advertisements hereby permitted shall not be illuminated other than during store opening hours.

Reason: To avoid an excessive display of illuminated advertising material in the interests of the appearance of the locality in accordance with the NPPF.