A/19/08/A

ADVERTISEMENTS REPORT

DESCRIPTION/ ADDRESS	-	1 no. double sided internally illuminated post sign. Premier Inn, Roundstone Lane, Angmering.

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	The internally illuminated post sign measures approximately 1.35m in width and 1.75m in height + posts 2.5m from ground level.
SITE AREA	Approximately 0.42 hectare.
RESIDENTIAL DEVELOPMENT DENSITY (NET)	N/A
TOPOGRAPHY	Roundstone Lane is on a lower level than the property.
TREES	None affected.
BOUNDARY TREATMENT	Front boundary has wooden picket fence approximately 914mm in height, east side boundary has close boarded fencing approximately 1.8m in height, west side boundary to Roundstone Lane is open, rear south boundary has close boarded fencing 1.8m in height.
SITE CHARACTERISTICS	Detached two storey public house with portico to front and side, single storey pitched roof rear extension, conservatory on front elevation with outdoor seating area at front of site facing onto A259. The property has cream painted walls on the bottom half, red brickwork on top half, cream painted windows and doors with a red tiled roof.
CHARACTER OF LOCALITY	Main A259 Littlehampton Road. Access to the site is from Roundstone Lane. Residential properties to the east and west comprising two storey terraced properties.

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
A/88/04/A	Various advertisements.	Approved/Conditionally ADV 26-10-1994.
A/92/02/A	Various externally and internally illuminated advertisements.	Approved/Conditionally ADV 27-11-2002.
A/31/06/A	1 no. externally illuminated promotional display unit.	Approved/Conditionally ADV 07-06-2006.
A/136/07/A	1 no. double sided internally illuminated monolith sign, 1 no. single sided internally illuminated ali panel, 1 no. internally illuminated poster case, 1 no. internally illuminated flexface sign, 2 no. single sided non-illuminated free standing signs.	Part Approved/Refused 25-10-2007.

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REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
Angmering Parish Council	No objection.

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
County Highway's	No objection.

POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Within Built Up Area Class A Road

DEVELOPMENT PLAN POLICIES

West Sussex Structure Plan : LOC1, DEV1
Arun District Local Plan : GEN7, GEN33
Supplementary Planning Guidance - Advertisements

PLANNING POLICY GUIDANCE

PPS1 - Delivering Sustainable Development
PPG19 - Outdoor Advertisement Control

POLICY COMMENTARY

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

COMMENT ON CONSULTATION RESPONSES

None.

COMMENT ON REPRESENTATIONS RECEIVED

None.

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;*

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ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

(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/or legislative background.

CONCLUSIONS

The site is located off the main A259 Littlehampton Road and is surrounded by residential properties and the two storey hotel is located to the rear in the car park of The Roundstone Public House. There is existing signage on the building and directional signs at the entrance to the site in Roundstone Lane. The previous advertisement consent A/136/07/A was partly approved but the monolith sign was refused by reason of its siting and close proximity to other signs.

There is an existing externally illuminated pole sign and externally illuminated menu sign that are currently displayed at the front of the site on the corner of Roundstone Lane which adverstise The Roundstone Public House. The proposed internally illuminated post sign is smaller than the previous monolith sign and will be located at the front of the site on the easterly side adjacent to the seating area and will advertise Premier Inn. The internally illuminated sign is to be purple in colour with a white moon, yellow stars and white lettering.

It is not considered that this proposed sign would have an adverse impact on public safety or amenity, nor would it be obtrusive in the street scene and the proposed illumination would not detract from the quality of the environment through light pollution. County Highway's have been consulted and have raised no objection to the proposed sign.

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

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RECOMMENDATION A/19/08/A

TOWN AND COUNTRY PLANNING ACT 1990
THE TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 2007

RECOMMENDATION

Application Ref: A/19/08/A

1 **To Addressee**

2 **Site Address**
Premier Inn
Roundstone Lane
East Preston

3 **Description of Development**
1 No. double sided internally illuminated post sign

4 In pursuance of their powers under this Act and the Regulations the Council CONSENT to the display, for a period of five years from the date of this consent, of the advertisement or advertisements as described in the application and plan and subject to the compliance with the conditions specified.

RECOMMENDATION

CONDITION 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.

CONDITION 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.

CONDITION 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.

CONDITION 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.

CONDITION 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.

CONDITION 6 The intensity of illumination of the proposed signage shall not exceed 250 cd/sqm.

Reason: In the interests of the visual amenities of the locality in accordance with policies G1 of the West Sussex Structure Plan, DEV1 of the West Sussex Structure Plan, GEN7, GEN33 of the Arun District Local Plan and in the interests of road safety in accordance with policies DEV1, NE17 of the West Sussex Structure Plan.

Case Officer: Mrs J Chapman