

ADVERTISEMENT CONSENT REPORT**REF NO:** A/57/08/A**LOCATION:** Rustington Golf Centre
Golfers Lane
Angmering**PROPOSAL:** New externally illuminated entrance signage - wall mounted single sided signs fixed to existing entrance gate side walls.**SITE AND SURROUNDINGS**

DESCRIPTION OF APPLICATION	As above. The proposed signs would be approximately 1.6 metres in length by 1.25 metres in width.
SITE AREA	N/A
RESIDENTIAL DEVELOPMENT DENSITY (NET)	N/A
TOPOGRAPHY	Predominantly flat
TREES	None of any significance affected by the proposed development.
BOUNDARY TREATMENT	The entrance to the site is marked by approximately 2.3 metre high gate walls with approximately 3 metre high entrance pillars.
SITE CHARACTERISTICS	The site is occupied by a golf course and sports and leisure related buildings. The buildings on site are set back behind the golf course in order to uphold the rural appearance of the area. The entrance gates of the site face towards a roundabout which serves a number of major roads, including the A259. There is currently two flat board advertisements with external lighting mounted on the gate walls either side of the access road to the site.
CHARACTER OF LOCALITY	The site is located in the countryside although there is a retail park and residential development to the south east. The site itself is predominantly surrounded by green areas, either being sections of the golf course or open fields. The A259 dual carriageway passes to the south of the site.

RELEVANT SITE HISTORY

A/150/92/A	1 no. non-illuminated directional sign and 1 no. non-illuminated free standing sign	Refused 19-02-1993
A/151/01/A	1No illuminated temporary marketing sign	Refused 17-12-2001

A/2/93/A	1 no. illuminated free-standing sign board behind main entrance wall	Refused 12-02-1993
A/202/07/A	1No. internally illuminated main entrance sign & 1no. externally illuminated fascia sign	Approve Cond 28-03-2008
A/36/02/A	2 no. externally illuminated single sided back fixing signs and increase height of existing walls.	Approve Cond 02-10-2002
A/94/92/A	2 no. externally illuminated adverts on main entrance wall	Apprvd/Cond ADV 14-10-1992
A/95/92/A	1 no. non-illuminated fascia sign on main entrance building	Apprvd/Cond ADV 25-09-1992

Approval was granted under A/36/02/A for two externally illuminated signs on the gate walls of the site.

REPRESENTATIONS

Representations received:

Angmering Parish Council

Angmering Parish Council: No objection

1 Letter of Objection: An illuminated sign will have a negative impact on the rural look of the area which is still predominantly fields.

Comments on Representations received:

Noted.

CONSULTATIONS

Head of Highways and Transport

Consultations responses received:

Upon inspection of the plans, it does not appear that this illuminated fascia sign is in a location where it could obstruct the highway. Developments of this kind are unlikely to cause a large increase in pedestrian traffic in the area.

Provisionally, there would be no highway objection to this sign, subject to the Local Planning Authority attaching an appropriate informative to ensure the applicant obtains the proper licenses and liability insurance (for a sign overhanging the public highway) from the Highway Authority following granting of any planning permission.

Comments on Consultation responses:

Comments noted

POLICY CONTEXT

Designation applicable to site:

Outside Built-Up Area

Special Advertisement Control

Class A Road

PD Restriction - The premises shall not be open for trade or business except between the hours of 0700 - 2300 Monday to Saturday and 1000-2330 Sundays and

Bank Holidays (and there shall be no external illumination on the premises)

except between the above-mentioned hours).

DEVELOPMENT PLAN POLICIES

West Sussex Structure Plan:	LOC2	The Countryside
	DEV1	High Quality Development
Arun District Local Plan:	GEN3	Protection of the Countryside
	GEN7	The Form of New Development

PLANNING POLICY GUIDANCE

	Supplementary Planning Guidance for Advertisements.
PPS7	Sustainable development in rural areas
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, 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

Advertisements consent applications can only be determined on the grounds of amenity and public safety. The proposed advertisements will be placed in a location whereby they will be prominent from the public highway. Although County Highways have raised no objections on the grounds of safety over the proposed signs it is considered that the proposal would not be suitable for the area on the grounds of character and appearance.

The proposed location for the advertisements is within the countryside. It is accepted that the site is on the fringes of the built-up area and that there is some low key advertising nearby mounted on signposts on the adjacent roundabout. It is also noted that there is a retail park nearby although this is on the opposite side of the road and is within the built-up area. Further, signs for the retail park are generally concentrated within the interior of the site which is situated in a dip below the level of the road. It is therefore considered that further signs at the site, where there are already two existing, would conflict with the countryside setting of the area and be harmful towards its character and appearance.

A key objection to this proposal is by virtue of the number of separate advertisements that it will produce on the site, this is considered to give rise to a cluttered effect and it is considered that there is scope to amalgamate the intended advertisements for the site into one or two advertisements.

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

RECOMMENDATION

REFUSE

- 1 The proposed advertisements, by reason of their number, siting, illumination and method of display, would give rise to a cluttered appearance of the premises to the detriment of the visual amenities of the locality in conflict with policies DEV1 of the West Sussex Structure Plan and GEN7 of the Arun District Local Plan and the Council's Supplementary Planning Guidance "Advertisements" adopted September 2003.