# APPLICATION REF: BE/112/06/A

## ADVERTISEMENTS REPORT

| | | |
|---|---|---|
| DESCRIPTION/ ADDRESS | - | 1 no. non-illuminated sign, Former Transco Site, Shripney Road, Bersted. |

### THE SITE AND ITS SURROUNDINGS

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|---|---|
| DESCRIPTION OF APPLICATION | The gantry sign measures approximately 2.4m in length by 6m in height. The panel advertising Shripney Trade Park has 6 panels advertising the companies on the site and these measure approximately 2m in length by 600mm in height. |
| SITE AREA | 0.38 hectare. |
| RESIDENTIAL DEVELOPMENT DENSITY (NET) | N/A. |
| TOPOGRAPHY | Predominantly flat. |
| TREES | None affected. |
| BOUNDARY TREATMENT | Wire fencing to rear east boundary approximately 2m in height, wire fencing to north side approximately 2m in height, wire fencing on concrete posts to south side approximately 2.5m in height. |
| SITE CHARACTERISTICS | Industrial park comprising 6 units, unit no 1 occupied by Topps Tiles the rest are unoccupied. Arc car wash building on the south side. Parking and disabled parking within the site. Wooden hoarding at front of site advertising prospective occupiers of units. |
| CHARACTER OF LOCALITY | Main A29 with mixture of industrial and retail parks, Riverside Caravan Park to west of site. |

### RELEVANT PLANNING HISTORY

| REFERENCE | DESCRIPTION | DECISION |
|---|---|---|
| BE/19/05/A | 1 internally illuminated gantry sign, 2 internally illuminated fascia signs and various other non-illuminated car wash signage. | Approved/Conditionally 18-05-2005. |

### REPRESENTATIONS RECEIVED

| SOURCE | SUMMARY OF CONTENT |
|---|---|
| Bersted Parish Council | No objection. |

### CONSULTATION RESPONSES

| CONSULTEE | SUMMARY OF RESPONSE |
|---|---|
| County Highways | No objection. |

### POLICY CONTEXT

| DESIGNATION APPLICABLE TO SITE |
|---|
| Within Built Up Area Boundary |

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## POLICY CONTEXT

| DESIGNATION APPLICABLE TO SITE |
|---|
| Class A Road |

## DEVELOPMENT PLAN POLICIES

West Sussex Structure Plan : DEV1, NE17
Arun District Local Plan : GEN7, GEN33
Supplementary Planning Guidance – Telecommunications and 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 highway 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;*
(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."*

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## 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 proposed double sided estate sign will be sited at the front of the site on the grass verge to the north of the access road outside of Unit No 1. There is an existing gantry sign on the south side of the access road which is of the same size and height.

There are similar signs on adjacent sites along the main A29 and no objection has been raised by County Highways.

It is not considered that the sign would pose a hazard to public and highway safety and it is therefore recommended that Advertisement Consent should be granted, subject to the conditions set out overleaf.

**BERSTED** BE/112/06/A

1 no. non-illuminated sign

Former Transco Site
Shripney Road
Bognor Regis

**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 Regulation13(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 Regulation13(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.