

ADVERTISEMENT CONSENT REPORT**REF NO:** BE/43/08/A**LOCATION:** Land Off Chichester Road (A259)
Bersted**PROPOSAL:** 10 no. flag poles**SITE AND SURROUNDINGS**

DESCRIPTION OF APPLICATION	Erection of 10 no. flag poles each measuring 2.5m by 0.9m. Each flag is mirror image and the background is dark green, lime green with white lettering Persimmon.
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	Front boundary has wooden ranch type fencing approximately 1.2m in height.
SITE CHARACTERISTICS	Land acquired for housing development (Site 6) approved application BE/131/07 for 100 dwellings, highways and drainage works. Public footpath on perimeter of site to the southern boundary.
CHARACTER OF LOCALITY	Main road with grass verge and bus stop in front of site. Residential with a mixture of semi-detached and terraced properties in immediate vicinity, petrol filling station to west of site, public footpath to south of site.

RELEVANT SITE HISTORY

BE/161/07/A	One non-illuminated advertisement board.	Approve Cond 18-02-2008
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REPRESENTATIONS**Representations received:**

Bersted Parish Council

Objection. The flagpoles will be out of character in a semi-rural setting and will obstruct the remaining open views of the countryside. The poles will be un-neighbourly to the properties

on the opposite side of the road overlooking the site. The flag poles will be a distraction to drivers on this very busy road.

1 Letter of Objection

The area around the proposed housing development will surely be disfigured enough without the addition of 10 'tacky' flagpoles. They would be incongruous and an eyesore and the existing large sign is more than adequate.

Comments on Representations received:

Noted.

CONSULTATIONS

Head of Highways and Transport

Consultations responses received:

No objection as the flag poles are not in a location where they would obstruct the highway.

Comments on Consultation responses:

Noted.

POLICY CONTEXT

Within Built Up Area Boundary
Class A Road

DEVELOPMENT PLAN POLICIES

West Sussex Structure Plan:	LOC1	Locational Strategy
	DEV1	High Quality Development
Arun District Local Plan:	GEN2	Built-up Area Boundary
	GEN7	The Form of New Development

PLANNING POLICY GUIDANCE

PPS1	Delivering Sustainable Development
PPG19	Outdoor Advertisement Control
	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 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

The proposed flag poles will be sited at the front of the site on the western boundary behind the existing fencing and grassed area fronting onto Chichester Road to advertise that the new residential development is being built by Persimmon Homes.

At the time of the officer's visit the land was being levelled. There is an existing non-illuminated sign to the front of the site which is approximately 4.72m in height advertising that the site has been acquired by Persimmon Homes.

The siting of 10 flag poles along the western boundary which would be readily visible in the street scene would give rise to a cluttered appearance and it is therefore recommended that the application be refused for the following reason.

RECOMMENDATION

REFUSE

- 1 The proposed flag poles, by reason of their number and siting, would give rise to a cluttered appearance and detrimental to 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.