

Recommendation Report for Consent to Display an Advertisement(s)

REF NO: BR/133/19/A

LOCATION: The Royal Norfolk Hotel
The Esplanade
Bognor Regis
PO21 2LH

PROPOSAL: 7 No. non illuminated pole mounted signs.

SITE AND SURROUNDINGS

DESCRIPTION OF APPLICATION	The proposal relates to the installation of three types of non illuminated pole mounted signs Type 1 situated to the left of the entrance to the site behind the pillar (1) Type 2 within an existing parking area (5); and Type 3 opposite side of the main entrance to the building (1) All signs have the same dimensions 600 x800mm. Sign Type 1 - Tariff payable at machine or by phone Sign type 2 - Parking Tariffs Apply advising the car park tariffs Sign type 3 Parking Tariffs Apply; Blue Badge Holders Only Signs type 1 and 2 are mounted on the pole 2.8m high (the bottom of the sign is on the level of 2.1m) Sign type 3 is mounted on the 1.8m high The maximum height of any of the individual letters and symbols is 10 cm. it was spotted on the site visit that all the above signs have been already installed on the site.
SITE AREA	2430.55 sq.metres
RESIDENTIAL DEVELOPMENT DENSITY	N/A
TOPOGRAPHY	Predominantly flat.
TREES	None of any significance affected by the proposed development.
BOUNDARY TREATMENT	Brick walling and hedging surrounds the site.
SITE CHARACTERISTICS	Three storey hotel building which is Grade II Listed surrounded by the landscaped area to the front and to the east with a parking area for approximately 70 cars to the west. Building has been extended over the years and has a projecting porch with Royal Arms Logo in centre. The walls are cream with blue painted doors and window frames.
CHARACTER OF LOCALITY	Within the Steyne Bognor Conservation Area, to the north of the main road with esplanade and foreshore to south. The properties surrounding the site are a mix of commercial and

residential.

RELEVANT SITE HISTORY

BR/407/71/ADV	Internally Illuminated Sign	Apprvd/Cond ADV 16-11-71
BR/298/73/ADV	Internally Illuminated Adverts Sign	Apprvd/Cond ADV 26-04-73
BR/12/50/ADV	Electric Sign	Apprvd/Cond ADV 29-11-50
BR/157/12/A	12 no. signs installed onto street lighting columns or poles. 11 no. signs will be facing internally into the car park & 1 sign to be facing the entrance/exit to advise of the car park tariffs and stay allocation as per British Parking Association (BPA)	Refused 20-08-12
BR/159/94/A	1 No. non-illuminated double sided projecting box sign & 7 No. floodlights	Refused 06-02-95

Noted

REPRESENTATIONS**REPRESENTATIONS RECEIVED:**

Bognor Regis Town Council

Bognor Regis Town Council: No objection

Resident of Inner Court, Norfolk Square raised an objection as follows:

The signs and poles effect the character of the conservation area and are not visually in keeping with the building,

COMMENTS ON REPRESENTATIONS RECEIVED:

The proposal is for the management of the existing car park to reduce car park abuse. The new infrastructure will be installed in an area that already incorporates similar style features.

CONSULTATIONS

Conservation Officer

CONSULTATION RESPONSES RECEIVED:

Comment of Conservation Officer:

The Royal Norfolk Hotel is a landmark building within the conservation area and occupies a prominent position along the sea-front. The hotel is a large three storey building set in spacious grounds and extends diagonally across its plot from West Street towards Aldwick Road. The building dates from about 1840 and has been extended twice, with the most recent works taking place in the early 1970's. It is a listed building (grade II), and is located within a conservation area.

The hotel has an open setting, which consists mostly of extensive lawns to the front of the building (and an enclosed area to the eastern side), which contribute to its prominence within the local area. The spacious surroundings allow the hotel to be viewed, from a number of vantage points. This contrasts with the denser development within other parts of the conservation area.

Boundary treatment is provided in the form of hedging, whilst some additional planting is present within the existing car park.

I note from the Design and Access Statement that the proposal is for the following in order to ensure that the car park is used by patrons only:

- ANPR camera
- 5m camera column
- Camera cabinet
- Cabling to link the camera to a power supply
- 3m signage poles
- Associated signage
- P&D Machine

The car park area consists of poorly maintained tarmac surfaces to the western side of the site. It also adjoins some more recent flatted development.

I also note that the proposal has already been installed, prior to consent being granted. Whilst the proposal involves the introduction of a good amount of signage into the car park area, it is such that it can easily be removed. On balance, it is considered that the proposal has a neutral impact upon the character of the local area, and the setting of the listed building.

The application is considered to not cause harm to the significance of the heritage asset or their setting. As a consequence, it should be determined in accordance with the relevant policies within the Development Plan, along with these comments

You will also need to take into account the contents of section 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended).

COMMENTS ON CONSULTATION RESPONSES:

Noted.

POLICY CONTEXT

Designation applicable to site:
 Within Built Up Area Boundary
 Steyne Bognor Conservation Area
 Setting of the Listed Building Grade II
 Class A Road
 Class B Road
 No Public Sewer

DEVELOPMENT PLAN POLICES

[Arun Local Plan 2011 - 2031:](#)

DDM1	D DM1 Aspects of form and design quality
HERDM1	HER DM1 Listed Buildings
HERDM3	HER DM3 Conservation Areas

PLANNING POLICY GUIDANCE:

NPPF	National Planning Policy Framework
NPPG	National Planning Practice Guidance

SUPPLEMENTARY POLICY GUIDANCE:

SPD5	Advertisements
XXX4	Supplementary Planning Guidance for 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

The Royal Norfolk Hotel proposes (the signs area already on the site) 7 non illuminated pole mounted signs within an existing customer car park to advise of the car parks stay allocation as per the British Parking Association (BPA). The car park is located adjacent to Aldwick Road to the west from the building which is statutory listed building grade II.

The proposed signage (Height: 0.8 x Width: 0.6 x Depth: 0.01 metre(s)) which is non-illuminated will be positioned within parking area (6 of them) and one on the pole 1.8m high to the front of the building where are the Blue Badge Holders parking spaces.

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."

The proposed signage is located predominantly within a parking area with one exception. Given the design of the proposed sign and its 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.

It will have no adverse impact on the appearance of the listed building and the Conservation Area generally.

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.

HUMAN RIGHTS ACT

Human Rights Act:

The Council in making a decision should be aware of and take into account any implications that may arise from the Human Rights Act 1998. Under the Act, it is unlawful for a public authority such as Arun District Council to act in a manner, which is incompatible with the European Convention on Human Rights.

Consideration has been specifically given to Article 8 (right to respect private and family life) and Article 1 of the First Protocol (protection of property). It is not considered that the recommendation for approval of

the grant of permission in this case interferes unreasonably with any local residents' right to respect for their private and family life and home, except insofar as it is necessary to protect the rights and freedoms of others (in this case, the rights of the applicant). The Council is also permitted to control the use of property in accordance with the general interest and the recommendation for approval is considered to be a proportionate response to the submitted application based on the considerations set out in this report.

DUTY UNDER THE EQUALITIES ACT 2010

Duty under the Equalities Act 2010

In assessing this proposal the following impacts have been identified upon those people with the following protected characteristics (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation).

The proposal would have a neutral impact on the protected characteristics.

RECOMMENDATION

APPROVE CONDITIONALLY

- 1 The development hereby approved shall be carried out in accordance with the following approved plans:
C-25394-001, C-25394-002 Rev A and C-25394-004 Rev C

Reason: For the avoidance of doubt and in the interests of amenity and the environment in accordance with policy D DM1 of the Arun Local Plan.

- 2 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.

- 3 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.

- 4 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.

- 5 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.

- 6 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.