Recommendation Report for Consent to Display an Advertisement(s)

REF NO: **BR/135/14/A**

LOCATION: Natwest
60 High Street
Bognor Regis

PROPOSAL: Various internally and externally illuminated signage to front, side and rear elevations of the building.

SITE AND SURROUNDINGS

DESCRIPTION OF APPLICATION	Various internally and externally illuminated signage to the front (High Street), side (Bedford Street) and rear (facing Bedford Street Car Park). The proposals include: 2 no fascia signs 1 no Hanging sign 2 no ATM Surrounds 1 no web and telephone vinyl 1 no name plate I no illuminated chevron sign 2 no A1 poster 1 no lettering sign 1 no parking sign
SITE AREA	n/a
RESIDENTIAL DEVELOPMENT DENSITY	N/A
TOPOGRAPHY	Flat.
TREES	None affected by the proposed development.
BOUNDARY TREATMENT	The premises fronts onto the public highway at High Street and Bedford Street.
SITE CHARACTERISTICS	Existing commercial premises used by Natwest. FaÃ¿§ade currently has a number of signs and advertising.
CHARACTER OF LOCALITY	Commercial high street location. Surrounding properties have a mixture of internally and externally illuminated signs.

RELEVANT SITE HISTORY

BR/138/96/A	Two internally illuminated ATM signs and one	Apprvd/Cond ADV

	non illuminated business hours sign	
		05-07-1996
BR/239/02/A	Various illuminated signage	Apprvd/Cond ADV
		11-10-2002

No comments

REPRESENTATIONS

Representations received:

Bognor Regis Town Council

- No objection.

Comments on Representations received:

No comments

CONSULTATIONS

Environmental Health

Consultations responses received:

Arun District Council Environmental Health - no objection

West Sussex County Council Highways- no objection

Comments on Consultation responses:

Comments noted.

POLICY CONTEXT

Designation applicable to site:
Bognor Regis Town Centre Regeneration Area.

DEVELOPMENT PLAN POLICIES

Arun District Local Plan 2003:

PLANNING POLICY GUIDANCE

NPPF	National Planning Policy Framework

SUPPLEMENTARY POLICY GUIDANCE

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 legislative background.

CONCLUSIONS

The proposed development is for a number of replacement signs and advertisements to replace existing signs on the south, east and north elevations of NatWest Bank on Bognor Regis High Street.

The proposed signs comprise a number of fascia signs and elevational signs including signs with illuminated lettering and red edging. The propoed signs reposition the existing signs more centrally on the elevations and increase the size of the lettering.

Other proposed amendments to the faÃ¿§ade include new ATM surrounds and an illuminated red chevron (NatWest logo symbol) on the elevations.

Paragraph 67 of the Framework provides guidance that "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."

It is considered that given the presence of existing advertisements on the faÃ¿§ade of the building and its location within an existing commercial area with a diverse array of advertisements on buildings that the proposed development would not have an appreciable impact on the host building or its surroundings. The proposed signs will not have an adverse impact on amenity or public safety.

It is therefore considered that the proposed signs should be approved subject to the conditions outlined below.

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 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 a neutral impact was 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.

As a neutral impact has been identified no mitigation is considered necessary.

RECOMMENDATION

APPROVE CONDITIONALLY

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.

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.

3 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.

4 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.

5 The illumination of the proposed sign shall be of a non-intermittent type.

Reason: In the interests of the visual amenities of the locality in accordance with policy GEN7 of the Arun District Local Plan.