

ADVERTISEMENT CONSENT**REF NO:** BR/161/11/A**LOCATION:** Tesco Stores Ltd
Shripney Road
Bognor Regis**PROPOSAL:** Proposed non-illuminated signage to Click & Collect facility including additional freestanding directional signage**SITE AND SURROUNDINGS**

DESCRIPTION OF APPLICATION	One free standing sign; 11 signs applied to the proposed click & collect structure which include directional arrows; and 1 metal sign over the car entrance to the structure in a barrier format giving the maximum height limited for vehicles. (13no. in total) - All non-illuminated.
SITE AREA	N/A
RESIDENTIAL DEVELOPMENT DEN	N/A
TOPOGRAPHY	Predominantly flat
TREES	None affected by the proposed development.
BOUNDARY TREATMENT	Fencing/shrubs/landscaping around sections of the supermarket site.
SITE CHARACTERISTICS	Existing Tesco supermarket with large car parking area surrounding the building.
CHARACTER OF LOCALITY	This section of Shripney Road predominantly mixed use commercial. Accessed off A29 dual carriageway. Neighbouring site caravan park, separated from Tesco site by Aldingbourne Rife.

RELEVANT SITE HISTORY

BR/275/09/A	Installation of in' vinyl graphic to existing glass window on store front	Approve Cond 18-12-2009
BR/114/11/A	Various illuminated & non-illuminated signage	Approve Cond 16-06-2011

REPRESENTATIONS**Representations received:**

Bognor Regis Town Council

No objection: As per previous applications the Committee would like to see any signage

referring to Tesco Bogno Regis instead of Tesco Bognor.

Comments on Representations received:

Noted. The content of advertisements is not a consideration for any consent given.

CONSULTATIONS

WSSC Local Development Divis.

Consultations responses received:

County Highways: Upon inspection of the plans, it does not appear that these signs are in a location where they could obstruct the highway.

Comments on Consultation responses:

Comments noted and agreed.

POLICY CONTEXT

Designation applicable to site:
(NOT REQUIRED FOR CLE/CLP)

DEVELOPMENT PLAN POLICIES

Arun District Local Plan: [GEN7](#) The Form of New Development

PLANNING POLICY GUIDANCE

PPG19 Outdoor Advertisement Control

POLICY COMMENTARY

ADVERT

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

ADVERTS

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 proposal seeks consent for the provision of one free standing pole sign located within the existing Tesco car park together with an additional 12no. signs located on the 'click & collect' structure, one of them being a yellow & black barrier sign giving the maximum height allowance for vehicles. All are non-illuminated.

The structure will be very nearly completely covered with advertisements, but given the structures location within the Tesco car park, near the back section of the car park, it will not be readily viewed from the public outside of the site. The boldness of the advertisements on the structure will make it highly visible to users of the Tesco car park and the 'click & collect' structure, thereby clearly directing customers to the correct location.

It is therefore recommended that the application be granted consent for the following conditions.

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 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.

- 4 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.

- 5 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.