

**ADVERTISEMENT CONSENT****REF NO:** BR/169/11/A**LOCATION:** Unit 1 Durban Park  
Durban Road  
Bognor Regis**PROPOSAL:** 1 no. non-illuminated fascia sign**SITE AND SURROUNDINGS**

|                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|-----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| DESCRIPTION OF APPLICATION  | The application is for non illuminated signs and comprises:- <ol style="list-style-type: none"><li>1. A long sign wrapping across the lower section of the building at both of the south elevations together with its return link west elevation;</li><li>2. The same form of advertisement to the lower section of the building is proposed on the north elevation;</li><li>3. An elliptical sign to the north elevation with individual lettering signage under, on the north elevation;</li><li>4. An elliptical sign with individual lettering signage under, on the south elevation; and</li><li>5. A large free form sketch type representation of a lions head on the return link to the front west elevation.</li></ol> |
| SITE AREA                   | N/A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| RESIDENTIAL DEVELOPMENT DEN | N/A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| TOPOGRAPHY                  | Predominantly flat                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| TREES                       | None of any significance affected by the proposed development.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| BOUNDARY TREATMENT          | Post and rail fencing with hedging along the perimeter.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| SITE CHARACTERISTICS        | Warehouse with brick base and metal cladding, corrugated roof.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| CHARACTER OF LOCALITY       | The site is on a business park, on the corner of a roundabout. Close to residential.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |

**RELEVANT SITE HISTORY**

|                |                                                 |                               |
|----------------|-------------------------------------------------|-------------------------------|
| BR/1029/83/ADV | Non illuminated plastic letters on 5 elevations | Apprvd/Cond ADV<br>04-01-1984 |
| BR/154/85/ADV  | One non illuminated single sided fascia sign    | Apprvd/Cond ADV<br>20-03-1985 |

## REPRESENTATIONS

### Representations received:

Bognor Regis Town Council

No objection.

### Comments on Representations received:

Noted.

## CONSULTATIONS

WSCC Local Development Divis.

### Consultations responses received:

County Highways:

Do not wish to comment.

### Comments on Consultation responses:

Comments noted.

## POLICY CONTEXT

Designation applicable to site:

Within the Built Up Area Boundary

## DEVELOPMENT PLAN POLICIES

Arun District Local Plan:

[GEN7](#)

The Form of New Development

## PLANNING POLICY GUIDANCE

PPS1  
PPG19

Delivering Sustainable Development  
Outdoor Advertisement Control

## SUPPLEMENTARY POLICY GUIDANCE

XXX4

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**

##### **PRINCIPLE:**

The site lies within the built-up area boundary and within a business park. Development advertisements are normally permitted in accordance with the Town and Country Planning (Control of Advertisements) Regulations 2007. The application is to determine the visual amenity, and public safety.

##### **VISUAL AMENITY:**

The proposed signs to the front and side elevations that front onto both the roundabout in Shripney Road/Orchard Road are considered to represent a visual intrusion created by a blue wave effect and various car components with a lion's head, which are visually dominant. Therefore it is considered that this part of the advertisement consent application, should be refused.

The signs proposed at the property entrance on the north elevation, are within the business park, are also considered to represent a visual intrusion by virtue of the form and amount of signs. Therefore it is recommended that this part of the application is also refused.

##### **SUMMARY:**

The signs on both the access to the building and the signs fronting Shripney Road and Orchard Way are considered to be out of keeping with the visual character of the area, cluttered, and an overly dominant form of advertising.

It is therefore recommended that the application is refused for the reasons outlined below.

#### **RECOMMENDATION**

##### **REFUSE**

- 1 The proposed advertisements, by reason of their number, siting and method of display, would give rise to a cluttered appearance of the premises to the detriment of the visual amenities of the locality in conflict with policy GEN7 of the Arun District Local Plan and SPG - Telecommunications and Advertisements.
- 2 The proposed signs, by reason of their overall size and siting, would form an unduly

prominent and incongruous feature to the detriment of the visual amenities of the locality in conflict with policy GEN7 of the Arun District Local Plan and SPG - Telecommunications and Advertisements.