

ADVERTISEMENT CONSENT REPORT**REF NO:** BR/184/08/A**LOCATION:** 152-156 Hawthorn Road
Bognor Regis**PROPOSAL:** 2No. externally illuminated fascia signs & 1No. internally illuminated projecting sign**SITE AND SURROUNDINGS****DESCRIPTION OF APPLICATION**

Two externally illuminated fascia signs. One measures approximately 8 metres in length and approximately 0.9 metres in height. The second measures approximately 5.25 metres in length and approximately 0.9 metres in height. Both of these signs will have trough lighting as the source of illumination.

The internally illuminated projecting sign measures approximately 0.95 metres in length and approximately 0.6 metres in height. The method of illumination for the projecting sign will be fluorescent tubes.

SITE AREA

Approximately 0.45 of a hectare.

RESIDENTIAL DEVELOPMENT DENSITY (NET)

N/A

TOPOGRAPHY

Predominantly flat

TREES

None of any significance affected by the proposed development.

BOUNDARY TREATMENT

The front and side boundaries are defined by a public footpath.

SITE CHARACTERISTICS

A three storey detached building with red brick elevations and a pitched roof with red pantiles. The current permitted use for the site is a retail unit on the ground floor with residential apartments above.

CHARACTER OF LOCALITY

The character of the locality is residential with two storey terraced properties of mixed type. There is also a parade of shops in the road and within sight of this premises.

RELEVANT SITE HISTORY

BR/181/06/	Replacement supermarket plus change of use to garden.	Co-op 24 apartments, parking &	community &	Approved Cond 30-08-2006
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Re-submission of BR/286/05

BR/183/06/	Replacement Co-op community supermarket plus 7 apartments over.	Approve Cond 30-08-2006
BR/286/05/	Replacement Co-op store plus 24 residential apartments.	Withdrawn 13-10-2005
BR/251/86/ADV	Illumination of existing fascia sign	Apprvd/Cond ADV 04-08-1986

Noted.

REPRESENTATIONS

Representations received:

Bognor Regis Town Council

No objection.

Comments on Representations received:

Noted.

CONSULTATIONS

Head of Highways and Transport

Consultations responses received:

West Sussex County Highways:

Upon inspection of the plans, the proposed signs would not appear to be in a location where they could obstruct the highway. The signs are not expected to restrict visibility along Hawthorn Road. The proposed signs are not located within the publicly maintainable highway. The applicant is reminded that the height of the projecting sign should be a minimum of 2.4 metres above the footway.

Comments on Consultation responses:

Comments noted.

POLICY CONTEXT

Designation applicable to site:

Within Built-Up Area Boundary

Class C Road

Permitted Development Restriction - none of relevance to this application

DEVELOPMENT PLAN POLICIES

West Sussex Structure Plan:	LOC1	Locational Strategy
	DEV1	High Quality Development
Arun District Local Plan:	GEN7	The Form of New Development

PLANNING POLICY GUIDANCE

PPG19	Outdoor Advertisement Control
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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 approval for three advertisements; two directly fronting Hawthorn Road on the eastern elevation and one facing south. The size of the two externally illuminated advertisements are considered appropriate given the size of the building and the wall space occupied. Further the method of illumination is suitable with the two larger advertisements offering tough lighting for internal illumination and the smaller projecting sign with internal fluorescent tubes.

Whilst there is a strong residential component, not least in the apartments above and immediate vicinity around, there is also a parade of shops within the road which has many retail advertisements. Consequently, when the advertisements displayed to the front are viewed within the context of this varied street scene, it is considered that they will not cause demonstrable harm.

In consequence, the advertisements in terms of size, materials, illumination and layout are considered unlikely to detract from the appearance of the building; further it is considered that the proposal would not have an adverse effect on amenities or public safety.

It is therefore recommended that Advertisement Consent should be granted, subject to the conditions set out overleaf.

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.

- 6 The intensity of illumination of the three proposed signs shall not exceed 200 lumens per linear meter.

Reason:

In the interests of road safety in accordance with policies DEV1, NE17 of the West Sussex Structure Plan.