

Recommendation Report for Consent to Display an Advertisement(s)

REF NO: BR/219/13/A

LOCATION: Bognor Rugby Club
Hampshire Avenue
Bognor Regis

PROPOSAL: Main Sponsors sign board to North Elevation & eaves level advertisers linear sign board to East Elevation

SITE AND SURROUNDINGS

DESCRIPTION OF APPLICATION

The proposed signage consists of the following:

- * Main Sponsors sign board to the north elevation; and
- * Eaves level advertisers linear sign board to the east elevation

The scale of the display is intended to be modest and to reflect the support of companies to the Rugby Club. The main sponsor's north elevation board is intended to be reviewed annually so may be changed to support the new sponsor but will be consistent in size. This is essentially a design update to the existing signage.

TOPOGRAPHY

The site is predominantly flat.

TREES

There are no trees of any significance affected by the proposal.

BOUNDARY TREATMENT

The Rugby Clubhouse is located in the corner of the site and is backed by the houses of Hampshire Avenue and Mons Avenue. The clubhouse is open to the field.

SITE CHARACTERISTICS

The clubhouse is a single storey pitched roof building located in an area of hardstanding and parking in the western corner of a grassed field containing rugby pitches. The building and associated parking is accessed by a short spur from Hampshire Avenue to the west.

CHARACTER OF LOCALITY

The rugby club site is situated within a residential area and is bordered on all four sides by the backs of residential properties.

RELEVANT SITE HISTORY

BR/629/88/A	One non illuminated board sign	Apprvd/Cond ADV 19-12-1988
BR/343/89	Proposed new entrance gates	ApproveConditionally 17-07-1989
BR/289/91	To hold car boot sales on Sunday mornings (8.30am. to 1.00pm).	Refused 13-04-1992 <i>Appealed</i> Appeal: Dismissed 23 12 1992
BR/143/94		ApproveConditionally 08-03-1995
BR/228/95		ApproveConditionally 03-11-1995
BR/595/69	New pavilion	ApproveConditionally 13-01-1970
BR/364/71	Pre-school playgroup	ApproveConditionally 19-07-1971
BR/817/71	Use of Club premises as a discotheque not restricted to members	Refused 18-01-1972
BR/944/72	Erection pole lights	ApproveConditionally 30-12-1972
BR/447/74	Erection of covered stand	Approve 07-08-1974
BR/339/77	Extension for changing facilities storage and amenity space	ApproveConditionally 13-07-1977
BR/371/79	Extension to existing club house for 3 squash courts & additional parking	ApproveConditionally 18-07-1979
BR/987/79/ADV	One non-illuminated individual letter sign	Apprvd/Cond ADV 23-01-1980
BR/12/85	To erect two additional 20 feet high telegraph poles to which will be attached a 1500 watt floodlight	ApproveConditionally 06-02-1985

None.

REPRESENTATIONS

Representations received:

Bognor Regis Town Council

Bognor Regis Town Council - no objection.

Comments on Representations received:

Comments noted.

CONSULTATIONS

Consultations responses received:

None.

Comments on Consultation responses:

None.

POLICY CONTEXT

Designations applicable to site:

Within the Built Up Area Boundary;
Tree Preservation Order;
Class C Road; and
Public Sewer on Site.

DEVELOPMENT PLAN POLICIES

[Arun District Local Plan 2003:](#)

PLANNING POLICY GUIDANCE

NPPF

National Planning Policy Framework

SUPPLEMENTARY POLICY GUIDANCE

SPD5

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

report

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 should be noted that there are two existing 'signs' on the northern elevation of the building - one to advise visitors of the private nature of the car park and with a directional arrow pointing to the club entrance; and the other being the club logo and lettering of "BOGNOR RFC". Only one sign is proposed to be added to this northern elevation. Aside from a sign to denote the player's entrance, there are no existing adverts on the east elevation.

CONCLUSIONS

Paragraph 77 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."

Aside from one sign referring to Bognor RFC Visitors on the northern elevation, the remainder will all advertise sponsors and all are no higher than eaves level. The adverts are colourful in appearance and are considered to brighten the appearance of this otherwise nondescript single storey pitched roof clubhouse building.

Due to the location of the clubhouse facing away from surrounding residential properties and not fronting a highway, the adverts will have no appreciable impact on the visual amenity of the streetscene nor the amenity of local residents.

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 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 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 development hereby approved shall be carried out in accordance with the following approved plans: "Block and Location Plans" (1240-P-01); "Sponsors Signage Linear Eaves Signs" (1240-P-03); and "Sponsors Signage Elevations" (1240-P-02).

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