

Recommendation Report for Consent to Display an Advertisement(s)

REF NO: BR/239/14/A

LOCATION: Corner of
West Street/Scott Street
Bognor Regis

PROPOSAL: 1 No illuminated (solar panel) pole mounted board sign.

SITE AND SURROUNDINGS

DESCRIPTION OF APPLICATION	As above
SITE AREA	N/A
RESIDENTIAL DEVELOPMENT DENSITY (NET)	N/A
TOPOGRAPHY	Predominantly flat
TREES	None affected by the proposed development.
BOUNDARY TREATMENT	On pedestrian walkway open to the highway.
SITE CHARACTERISTICS	On corner location outside Milton House with hairdressers on one side.
CHARACTER OF LOCALITY	Main road comprising residential and commercial properties.

RELEVANT SITE HISTORY

None

REPRESENTATIONS

Representations received:

Bognor Regis Town Council

No Objection

Comments on Representations received:

None.

CONSULTATIONS

Conservation Officer

WSCC Strategic Planning

Consultations responses received:

Conservation Officer

The proposal is for a pole mounted board sign within the Steyne and Waterloo Square Conservation Area. The location of the sign within the pavement at a section of the conservation area where a number of roads diverge is considered problematic. It is considered that the sign is not only complex with the introduction of the solar panels, it would add to the street furniture in the locality, and is of a size that it would be incongruous in the street scene.

County Highways

The application seeks approval for the erection of an illuminated pole mounted board sign on the footway next to the junction of Scott Street and West Street. According to current records held at WSCC, this sign is proposed within the public highway. The Highway Authority, therefore, would not be in a position to support this proposal. In order to overcome this reason for objection, I would recommend that the applicant reposition the sign outside the public highway and away from a position that would impede on vehicular visibility.

Conservation Area Advisory Committee

No objection

Comments on Consultation responses:

Comments noted

POLICY CONTEXT

Designation applicable to site:

Built Up Area Boundary
Within Conservation Area

DEVELOPMENT PLAN POLICIES

Arun District Local Plan 2003: [AREA2](#)
[GEN33](#)

[Publication Version of the Local Plan \(October 2014\):](#)

Conservation Areas
Light Pollution
HER DM3 Conservation Areas
SD SP2 Built-Up Area Boundary
HER SP1 The Historic Environment
QE DM2 Light Pollution

PLANNING POLICY GUIDANCE

NPPF

National Planning Policy Framework

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

The site is located within the built-up area where the principle of development is acceptable, subject to accordance with relevant planning policies. Paragraph 67 of the National Planning Policy Framework 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."

Further scrutiny will be applied to the impact of the works on the character and its location which is within the Conservation Area.

The proposed pole mounted board sign which will be illuminated by a solar panel is to be sited on the pedestrian walkway on the corner of West Street/Scott Street.

The pole sign will advertise the presence of The Claremont Public House which is sited in Scott Street. The pole sign is approximately 2.7m in height and the solar panel will be sited on the top of the pole sign illuminating the board below. The sign is sited on the pedestrian walkway which is within the public highway.

The proposed sign by reason of its siting, height and proposed illumination is considered to be prejudicial to the visual amenities and detrimental to the character and appearance of the Conservation Area.

It is therefore recommended to refuse the application.

RECOMMENDATION

REFUSE

- 1 The proposed sign by reason of its siting, size & design would be prejudicial to the visual amenities of the locality and adversely affect public amenity in the designated Steyne and Waterloo Square Conservation Area in conflict with Paragraph 67 of the National Planning Policy Framework.

- 2 INFORMATIVE: The proposed siting of the sign being on the public highway will require the consent of West Sussex County Council who are the highway authority. In this location the highway authority would not be able to support this proposal and they recommend that the applicant reposition the sign outside the public highway and away from a position that would impeded on vehicular visibility.