

Recommendation Report for Consent to Display an Advertisement(s)

REF NO: BR/241/18/A

LOCATION: Bognor Regis Railway Station
Station Road
Bognor Regis
PO21 1QF

PROPOSAL: 2 No. internally illuminated fascia signs on ATM on north elevation.

SITE AND SURROUNDINGS

DESCRIPTION OF APPLICATION	Installation of 2 internally illuminated signs on an ATM to the northern elevation of Bognor Regis Railway Station.
SITE CHARACTERISTICS	The site is occupied by a Grade 2 Listed building, which forms Bognor Regis Railway Station.
CHARACTER OF LOCALITY	Residential and Commercial area.

RELEVANT SITE HISTORY

BR/135/05/L	Application for Listed Building Consent to renew the directional and station name signage back to original vitreous enamel type signage which is more in keeping with a Listed Building.	ApproveConditionally 09-06-05
BR/238/18/PL	Retention of an ATM - This application affects the character & appearance of the Bognor Regis Railway Station Conservation Area.	
BR/240/18/L	Listed building consent for the installation of an ATM through the second window to right of entrance on north elevation.	
BR/193/18/L	Listed building consent for the fitting out of 2 No. Edwardian waiting rooms into a modern office space with meeting rooms, toilets & kitchen, incorporating original elements of the building, mezanine floor installed in larger office, new heating, ventilation & air conditioning in office spaces.	

BR/106/18/A	2 No. internally illuminated fascia signs on ATM on north elevation.	ApproveConditionally 07-09-18
BR/105/18/PL	Retention of 1 No. ATM on north elevation. This application affects the character & appearance of the Bognor Regis Railway Station Conservation Area & affects the setting of a listed building.	
BR/43/17/L	Application for Listed Building consent for alterations to proposed waiting room access, reduction in number of openings to passenger toilets, relocation of telephone box, provision of prefabricated staff welfare unit & platform refuge. Retention of existing glazed screen between booking hall & retail unit. Relocation of customer information screens.Revisions of BR/199/15/L	ApproveConditionally 31-05-17
BR/133/16/DOC	Application for approval of matters reserved by conditions imposed under BR/199/15/L relating to condition No. 3 (sample of materials/finishes to be used for new concourse floor), No. 4 (Detailed drawings of the new platform fencing) & No. 6 (Detailed schedule of those windows to be repaired & replaced)	DOC Approved 01-08-16
BR/199/15/L	Application for listed building consent to include the repair & redecoration of internal spaces, windows & doors, new floor finish to the concourse, restoration & replication of existing fence to platforms, relocation & adaptation of retail kiosk to become a ticket office, relocation of taxi office to main building, removal of ticket window & access door to be replaced by new double door to proposed retail, relocation of customer information screens to a 'goal post' over the existing gateline, relocation of ticket machines to concourse along with additional seating, adaptation to toilet access to allow entry from paid side only & new dividing screen between booking hall & multi-purpose space. This application affects the character & appearance of the Bognor Regis Railway Station Conservation Area.	ApproveConditionally 19-11-15
BR/321/14/L	Application for listed building consent for the removal & replacement of 2 No entrance doors & door frames/screens to Booking Hall.	ApproveConditionally 24-02-15

BR/231/11/L	Application for listed building consent for installation of new ticket vending machine on station concourse	ApproveConditionally 15-11-11
BR/1/10/L	Application for listed building consent for installation of new automatic ticket gates & glass barriers to station concourse including new localised concrete slab, relocation of existing ticket vending machine including new concrete base. New small power & data installation to gateline. Overhaul of existing timber gates & installation of magnetic locking devices	ApproveConditionally 31-03-10
BR/131/09/L	Application for Listed Building Consent to replace cast iron ornamental railings & access gates east side of Bognor Regis Railway Station (Richmond Road).	ApproveConditionally 06-08-09
BR/130/09/	To replace cast iron ornamental railings & access gates east side of Bognor Regis Railway Station (Richmond Road).	ApproveConditionally 17-09-09
BR/3/09/L	Application for Listed Building Consent to erect ornamental railings along the concourse area with a 2.5m swing gate which will remain open whilst station is open.	ApproveConditionally 25-03-09
BR/186/97/L	Application for Listed Building consent to take down partition in original waiting room and erect glazed screen	ApproveConditionally 09-09-97

Relevant planning history noted.

REPRESENTATIONS

REPRESENTATIONS RECEIVED:

Bognor Regis Town Council

Bognor Regis Town Council provided no objection.

No representation from nearby occupiers.

COMMENTS ON REPRESENTATIONS RECEIVED:

Noted

CONSULTATION RESPONSES RECEIVED:

Conservation Officer

COMMENTS ON CONSULTATION RESPONSES:

No comment received.

POLICY CONTEXT

Designation applicable to site:

Built up area boundary

Conservation Area

LB Grade 2

PD Restriction

Tree Preservation Order

DEVELOPMENT PLAN POLICES

DDM1 D DM1 Aspects of form and design quality

HERDM1 HER DM1 Listed Buildings

PLANNING POLICY GUIDANCE:

NPPF National Planning Policy Framework

NPPG National Planning Practice Guidance

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

PRINCIPLE

Paragraph 132 of the National Planning Policy Framework (NPPF) states -The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

DESIGN AND VISUAL AMENITY

Given the extent of advertisements already present on the site and in the immediate vicinity the design and location of the proposed advert is not considered that to have an unacceptably adverse impact upon visual amenity nor will residential amenity of nearby properties be unacceptably affected.

The advert is positioned on the north elevation at a railway station on an ATM. The advertisement is illuminated but not considered to be overly loud or obtrusive given the context of the area. The advert is of a reasonable design and small size and does not have a detrimental impact on the visual amenity of the area.

PUBLIC SAFETY

In terms of public safety, it has to be considered whether the advertisement itself or its location is likely to be so distracting or so confusing, that it creates a hazard, or endangers people in the vicinity who are taking reasonable care for their own, or others, safety. The proposed advert by virtue of its location and size are not considered to have an adverse impact of the safety of pedestrians or road users.

SUMMARY

In the absence of harm to amenity or public safety, it is recommended that the application be approved, subject to the conditions set out below.

HUMAN RIGHTS ACT

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 The development hereby approved shall be carried out in accordance with the following approved plans
 - Block Plan
 - Location Plan
 - Proposed automatic teller machine, Installation for cashzone.

Reason: For the avoidance of doubt and in the interests of amenity and the environment in accordance with policy DDM1 of the Arun Local Plan.

- 2 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.

- 3 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.

- 4 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.

- 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 proposed sign shall not exceed 100 cd/m.
Reason: In the interests of the visual amenities of the locality in accordance with the NPPF.

- 7 The illumination of the proposed sign shall be of a non-intermittent type.

Reason: In the interests of the visual amenities of the locality in accordance with the NPPF.