ADVERTISEMENT CONSENT

REF NO: **BR/275/09/A**

LOCATION: Tesco Store
Shripney Road
Bognor Regis

PROPOSAL: Installation of in' vinyl graphic to existing glass window on store front

SITE AND SURROUNDINGS

DESCRIPTION OF APPLICATION	As above
SITE AREA	N/A
RESIDENTIAL DEVELOPMENT DEN	N/A
TOPOGRAPHY	Predominantly flat
TREES	None of any significance affected by the proposed development.
BOUNDARY TREATMENT	A combination of close boarded fencing, mesh fencing and hedging approximately 2m high surrounds the perimeter of the site.
SITE CHARACTERISTICS	The site is a supermarket, with brick and glazed elevations and a brown tiled roof with gable feature and clock tower and glazed entrance. There is a large car parking area.
CHARACTER OF LOCALITY	The site is located along a busy road, with predominantly commercial and industrial premises within the immediate vicinity.

RELEVANT SITE HISTORY

BR/186/87/A	Two non illuminated signs	Apprvd/Cond ADV 08-06-1987
BR/592/87/A	2 Illuminated hoop frame signs 2 illuminated signs on store roof and illuminated fascia to petrol filling station	Apprvd/Cond ADV 25-04-1988
BR/261/98/A	Two internally illuminated static freestanding single sided signs, one internally illuminated rotating freestanding single sided sign, one internally illuminated rotating freestanding sign, 3 flagpoles with double-sided illuminated advertising panels and one internally illuminated static freestanding sign with bin.	Apprvd/Cond ADV 29-01-1999

BR/203/00/A	Various signage	Apprvd/Cond ADV 30-10-2000
BR/396/04/A	4no. flagpole signs, 1no. banner sign, 2no. entrance signs, 2no. A frame panels and 2no. traffic directional signs - all non-illuminated	Apprvd/Cond ADV 03-12-2004
BR/57/06/A	Various illuminated and non-illuminated signage including internally illuminated 7m double sided gantry sign.	Approve Cond 13-04-2006
BR/8/54/ADV	Advert sign for caravan site	Apprvd/Cond ADV 26-06-1954

REPRESENTATIONS

Representations received:

Bognor Regis Town Council

No Objection

Comments on Representations received:

Noted.

CONSULTATIONS

Consultations responses received:

None

Comments on Consultation responses:

None

POLICY CONTEXT

Designation applicable to site:
Within the Built Up Area
Class A Road
Southern Water Interest

DEVELOPMENT PLAN POLICIES

South East Plan:		
Arun District Local Plan:	GEN2	Built-up Area Boundary
	GEN7	The Form of New Development

PLANNING POLICY GUIDANCE

PPS1	Delivering Sustainable Development
PPG19	Outdoor Advertisement Control

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

This is an application for advertisement consent for the display of a vinyl graphic within the glass front of the Tesco Store, Bognor Regis.

The graphic is to be of shades of purple, with white text, advertising the fact there is pharmacy within the store. The advertisement is to measure approximately 2.265m in length, and 2.88m in width.

The position of the advertisement within an area of predominantly retail use, is such that it is not considered to have a significant effect on the visual amenities of the locality.

It is therefore recommended that the application be approved, subject to the following conditions:

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.