

ADVERTISEMENT CONSENT**REF NO:** BR/303/11/A**LOCATION:** 17 London Road (Holland & Barrett)
Bognor Regis**PROPOSAL:** 1 no. internally illuminated fascia sign & 1 no. internally illuminated hanging sign**SITE AND SURROUNDINGS**

DESCRIPTION OF APPLICATION Application seeks advert consent for 1no. internally illuminated fascia sign and 1 no. internally illuminated projecting sign for Holland and Barrett.

The fascia sign will measure 5.6 x 1.2 metres and the projecting sign will measure 540 x 640 x 50mm. The fascia sign will be positioned 3.5 metres above ground level and the projecting sign 3.69 metres. Both signs will be constructed of powder coated aluminium. The signs will have fret cut internally illuminated lettering, 433m high, with mint green lettering (578c) against a background of green (RAL 6005). The fascia sign will project approximately 100mm beyond the face of the shopfront.

SITE AREA Approximately 118 sq metres

RESIDENTIAL DEVELOPMENT DEN N/A

TOPOGRAPHY Predominantly flat

TREES None.

BOUNDARY TREATMENT None

SITE CHARACTERISTICS Retail unit with brick elevations and tiled pitch roof located in a 1930s parade of shops.

CHARACTER OF LOCALITY Primary retail frontage located in the Principal Shopping Area of Bognor Regis.

RELEVANT SITE HISTORY

BR/192/51	Additions	Approve 23-11-1951
BR/3/63/ADV	Electric sign with clock	Refused 03-04-1963

BR/3/63/A/ADV	Illuminated box sign	Refused 30-07-1963
BR/486/79	New shop front & interior fitting out as retail butchers shop	Approve Cond 25-07-1979
BR/1058/84	Alterations to existing shop front to provide wider customer entrance doors and new sales area layout	Approve Cond 09-01-1985
BR/428/85	New shopfront installation	Approve Cond 19-08-1985
BR/429/85/ADV	Internally illuminated fascia sign and projecting box sign	Apprvd/Cond ADV 19-08-1985
BR/551/85/ADV	One illuminated fascia sign and one illuminated projecting box sign	Apprvd/Cond ADV 18-11-1985

REPRESENTATIONS

Representations received:

Bognor Regis Town Council

No objection.

Comments on Representations received:

Noted

CONSULTATIONS

WSCC Local Development Divis.

Consultations responses received:

County Highways Authority: Upon inspection of the plans, it does not appear that these signs will be situated in locations where they could obstruct the highway. The projecting sign will require a Section 177 Licence as it overhangs the public highway. Provisionally, there would be no highway objection to these signs, providing they do not exceed 800cd/m2.

Comments on Consultation responses:

Comments noted

POLICY CONTEXT

Designation applicable to site:

Primary Retail Frontage

Principal Shopping Area

Class C Road

Building of Character

DEVELOPMENT PLAN POLICIES

Arun District Local Plan:

[GEN7](#)
[AREA19](#)

The Form of New Development
Primary Shopping Frontages

PLANNING POLICY GUIDANCE

PPS1

Delivering Sustainable Development

PPG19

Outdoor Advertisement Control

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 a retail unit occupied by Holland and Barrett in the primary retail frontage of Bognor Regis town centre.

The surrounding area is characterised by a variety of retail units and shopfronts with illuminated and non-illuminated fascia signs and projecting signs. A number of retail units in the vicinity of the application site have internally illuminated fret cut signs. It is considered that within this context, the proposed signage will not cause any visual harm and is in keeping with the character of the primary shopping frontage.

With regard to highway safety, the signage is internally illuminated; however, the retail unit is located on a pedestrian precinct with no passing traffic. The location of the signage will not obstruct the highway. The County Highways Authority comments that a Section 177 Licence will be required for the projecting sign, as it will overhang the public highway. Further, a condition is recommended to ensure that the level of internal illumination does not exceed 800 cd/m².

It is considered that the proposed signage will not cause any visual or highway safety issues and that advert consent is granted, subject to the conditions outlined below.

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 proposed sign shall not exceed 800 candelas per sq metre.

Reason: In the interests of the visual amenities of the locality and road safety, in accordance with policy GEN7 of the Arun District Local Plan.

- 7 Before the commencement of any operation, the applicant is advised to contact West Sussex County Council (Tel no. 01243 642105) to obtain a Section 177 Licence Act under the Highways Act 1980 to cover any structure that overhangs the highway.