

ADVERTISEMENT CONSENT**REF NO:** BR/329/10/A**LOCATION:** 36-40 London Road
Bognor Regis**PROPOSAL:** Installation of 1x internally illuminated fascia & 1x internally illuminated projecting sign**SITE AND SURROUNDINGS**

DESCRIPTION OF APPLICATION	The proposed fascia sign which is internally illuminated measures approximately 1025mm x 14400mm x 100mm, height from ground to base of sign 2.7m. The proposed projecting sign which is internally illuminated measures approximately 900mm x 800mm x 120mm, height from ground to base of sign 2.85m.
SITE AREA	N/A
RESIDENTIAL DEVELOPMENT DEN	N/A
TOPOGRAPHY	Predominantly flat
TREES	None affected by the proposed development.
BOUNDARY TREATMENT	Front boundary is directly onto paved pedestrian walkway, rear boundary faces access road of Bedford Street.
SITE CHARACTERISTICS	Two storey property with flat roof on part then pitched to rear, glazed shopfront with recessed entrance, windows at first floor level on front elevation. Grey frontage with white painted rendered walls to rear, metal folding gates and fire exit to rear.
CHARACTER OF LOCALITY	Town centre location comprising retail and commercial premises, some with residential above.

RELEVANT SITE HISTORY

BR/69/87/A	Consent to display one internally illuminated automatic cash machine logo	Approve Cond 23-03-1987
BR/205/87/A	One externally illuminated fascia sign and one internally illuminated projecting sign	Apprvd/Cond ADV 01-06-1987
BR/452/89/A	One externally illuminated fascia sign and one internally illuminated projecting box sign	Apprvd/Cond ADV 18-09-1989

BR/65/95/A	1 No. part internally illuminated fascia sign & 1 No internally illuminated projecting box sign	Apprvd/Cond ADV 28-04-1995
BR/12/00/A	One internally illuminated facia sign & one internally illuminated projecting sign	Approve Cond 25-02-2000
BR/12/81/ADV	1 No internally illuminated fascia sign & 1 No internally illuminated projecting box sign	Apprvd/Cond ADV 04-02-1981
BR/305/82/ADV	One internally illuminated projecting sign	Apprvd/Cond ADV 09-06-1982

REPRESENTATIONS

Representations received:

Bognor Regis Town Council

No objection

Comments on Representations received:

None

CONSULTATIONS

Consultations responses received:

None

Comments on Consultation responses:

None

POLICY CONTEXT

Designation applicable to site:

Within the Built Up Area Boundary
Building of Special Character (No 38)
Class B Road

DEVELOPMENT PLAN POLICIES

Arun District Local Plan:	GEN2	Built-up Area Boundary
	GEN7	The Form of New Development
	GEN33	Light Pollution

PLANNING POLICY GUIDANCE

PPS1	Delivering Sustainable Development
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SUPPLEMENTARY POLICY GUIDANCE

XXX1	Circular 36/78
XXX2	DETR TPO's A guide to Law and Good Practice

POLICY COMMENTARY

The above policies combine to describe the criteria against which the application will be assessed particularly with regard to visual and residential amenity.

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

Section 38(6) of the Planning and Compulsory Purchase Act 2004 states:-

"If regard is to be had to the development plan for the purpose of any determination to be made under the planning Acts the determination must be made in accordance with the plan unless material considerations indicate otherwise."

The proposal is considered to comply with relevant Development Plan policies in that it would have no materially adverse effect on the visual amenities of the locality or the residential amenities of the adjoining properties, nor would it have an adverse impact upon the established character of the surrounding area.

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 building is currently being fitted out and an application for new shopfront has been submitted under BR/328/10 and this application is for an internally illuminated fascia sign and internally illuminated projecting sign.

The proposed internally illuminated fascia sign will have the logo 'Poundland' Everything's £1 in white lettering with a background colour of water blue which is the retailers corporate colour. The internally illuminated projecting sign which is to be displayed on the southern side of the shopfront will have the same colouring as the fascia. The majority of premises within the pedestrian precinct have non-illuminated and illuminated signage and it is not considered that the replacement signage and illumination would detract from the appearance of the building.

The proposed signage is not considered to have an adverse impact on public safety or amenity, nor would it be obtrusive in the street scene and the proposed illumination would not detract from the quality of the environment through light pollution.

It is therefore recommended that Advertisement Consent should be granted, 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.

- 6 The intensity of illumination of the proposed signs shall not exceed 1100cd/m².

Reason: In the interests of the visual amenities of the locality in accordance with policies GEN7, GEN33 of the Arun District Local Plan.