

Recommendation Report for Consent to Display an Advertisement(s)**REF NO:** BR/47/13/A**LOCATION:** Tesco Superstore
Shripney Road
Bognor Regis**PROPOSAL:** 8 No non illuminated fascia signs and 1 No non-illuminated hanging sign on 'Click and Collect' facility**SITE AND SURROUNDINGS**

DESCRIPTION OF APPLICATION	This application is retrospective for 11 signs non illuminated on the fascia of the building and directional signs on the drivethrough to the click and collect building.
SITE AREA	N/A
RESIDENTIAL DEVELOPMENT DEN	N/A
TOPOGRAPHY	Predominantly flat
TREES	None affected by the proposed development.
BOUNDARY TREATMENT	N/A
SITE CHARACTERISTICS	The click and collect building as approved under reference BR/138/11 is located to the rear of the shop and within the car park area.
CHARACTER OF LOCALITY	This section of Shripney Road predominantly mixed use commercial. Accessed off A29 dual carriageway. Neighbouring site caravan park, separated from Tesco site by Aldingbourne Rife.

RELEVANT SITE HISTORY

BR/114/11/A	Various illuminated & non-illuminated signage	Approve Conditionaly 16-06-2011
BR/119/11/	Car park alterations to include re-organisation of car parking spaces & circulation routes, re-configured landscaped islands, new/replacement trolley bays, re-surfacing of specific areas within the car park & new car park lighting	Approve Conditionaly 14-07-2011
BR/161/11/A	Proposed non-illuminated signage to Click & Collect facility including additional freestanding directional signage	Approve Conditionaly 04-08-2011

BR/256/12/A

17 No non-illuminated fascia signs

Approve Conditionally

11-12-2012

REPRESENTATIONS

Representations received:

Bognor Regis Town Council

Awaited

Comments on Representations received:

None

CONSULTATIONS

WSCC Strategic Planning

Consultations responses received:

County Highways: Awaited.

Comments on Consultation responses:

POLICY CONTEXT

Designation applicable to site:

Class A Road

Southern Water Interest

Public Sewer on Site

DEVELOPMENT PLAN POLICIES

Arun District Local Plan:

PLANNING POLICY GUIDANCE

NPPF

National Planning Policy Framework

SUPPLEMENTARY POLICY GUIDANCE

XXX4

Supplementary Planning Guidance for Advertisements.

POLICY COMMENTARY

ADVERT

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

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

The proposal seeks retrospective consent for the provision of 11no. signs located on the 'click & collect' structure, or on the drive through barrier. All are non-illuminated.

The structure is nearly completely covered with advertisements, but given the structures location within the Tesco car park, near the back section of the car park, it will not be readily viewed from the public outside of the site and the signs are non illuminated. Neither will the signs have any detrimental effects on highway safety. The boldness of the advertisements on the structure will make it highly visible to users of the Tesco car park and the 'click & collect' structure, thereby clearly directing customers to the correct location.

It is therefore recommended that the application be granted consent for the following conditions.

RECOMMENDATION

APPROVE CONDITIONALLY

- 1 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.

- 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 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.