

Recommendation Report for Consent to Display an Advertisement(s)

REF NO: BR/7/15/A

LOCATION: 41 London Road
Bognor Regis

PROPOSAL: 1 No. internally illuminated fascia sign & 1 No. internally illuminated hanging sign on front elevation.

SITE AND SURROUNDINGS

DESCRIPTION OF APPLICATION

As above. A Red internally illuminated fascia sign measuring 2.731m by 0.93m and a projecting sign measuring 0.6m by 0.6m. Colours red background and white Vodafone lettering, logo and Bognor Regis lettering.

These signs have already been installed.

SITE AREA

N/A

RESIDENTIAL DEVELOPMENT DENSITY

N/A

TOPOGRAPHY

Predominantly flat.

TREES

None of any significance affected by the proposal.

BOUNDARY TREATMENT

The building faces directly onto the pedestrianized London Road.

SITE CHARACTERISTICS

The site is occupied by a three storey building across the whole of the frontage. At ground floor there is a glazed shopfront. Above this is a projecting central bay. The upper part of the building is painted/rendered in white.

CHARACTER OF LOCALITY

The site is located within the Primary Shopping Area and has a strongly retail character. There are a considerable number of fascia and projecting signs, many of which are internally illuminated. The application building is a Building of Special Character, as are the ones on each side. Whilst not a Listed Building, it is considered to have a degree of architectural or historic merit. The buildings in this immediate area of this side of London Road have a more traditional character an appearance above ground level, although the majority now have modern shopfronts.

RELEVANT SITE HISTORY

BR/6/93/A	One internally illuminated fascia sign	Apprvd/Cond ADV 12-02-1993
BR/326/06/	Installation of replacement shop front	ApproveConditionally 17-11-2006
BR/733/71	Installation of new shop front	Approve 31-12-1971

None.

REPRESENTATIONS

Representations received:

Bognor Regis Town Council

Bognor Regis Town Council raises no objection.

Comments on Representations received:

None.

CONSULTATIONS

Conservation Officer

Consultations responses received:

The Conservation Officer has not commented.

Comments on Consultation responses:

None.

POLICY CONTEXT

Designation applicable to site:

Within Built Up Area

Bognor Regis Town Centre Regeneration Area

Principal Shopping Area

Primary Retail Frontage

Buildings of Special Character

DEVELOPMENT PLAN POLICIES

Arun District Local Plan 2003: [AREA19](#)
[GEN2](#)
[GEN7](#)
[GEN22](#)
[GEN33](#)

[Publication Version of the Local Plan \(October 2014\):](#)

Primary Shopping Frontages
Built-up Area Boundary
The Form of New Development
Buildings or Structures of Character
Light Pollution

SD SP2 Built-Up Area Boundary
HER DM2 Locally Listed Buildings or
Structures of Character
D DM1 Aspects of Form and Design
Quality
QE DM2 Light Pollution

PLANNING POLICY GUIDANCE

NPPF

National Planning Policy Framework

SUPPLEMENTARY POLICY GUIDANCE

XXX4

Supplementary Planning Guidance for
Advertisements.

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 proposed signs replace similar existing signs at the premises and now also include a 'location identifier'. They remain very similar in colour and size and illumination. They do not result in an increase in impact.

Paragraph 77 of the NPPF states that "Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."

In this case, the signs are well proportioned and not unduly intrusive and they do not result in a

cluttered appearance. There is also no impact on highway or pedestrian safety. There is no detriment to visual amenity generally.

It is therefore recommended that the application is approved conditionally.

HUMAN RIGHTS ACT

FOR APPROVAL

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 (negative, Neutral or positive) 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 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 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.

- 4 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 policy GEN7 of the Arun District Local Plan.

- 5 The advertisements shall only be displayed in accordance with the details shown on the submitted drawing number:

Job No: 66921, Dated 08.10.14

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