Recommendation Report for Consent to Display an Advertisement(s)

REF NO: **BR/93/16/A**

LOCATION: Self Storage Space
5 Durban Road
Bognor Regis

PROPOSAL: Various illuminated & non illuminated signs on front & rear elevations.

SITE AND SURROUNDINGS

DESCRIPTION OF APPLICATION	This application is comprised of a large replacement sign at the top of the rear gable of these premises, this sign will extend up to roof slope level and will therefore be deeper. The rear sign is the be illuminated. Also 2 large replacement upper signs on the front elevation on each side of the glazed central design feature.
TOPOGRAPHY	Predominantly flat.
TREES	None affected by the proposed advertisements.
BOUNDARY TREATMENT	Boundary treatment at the site is palisade fencing to the front and sides. At the rear it is palisade fencing with some planting adjoining.
SITE CHARACTERISTICS	The premises are a large portal framed type building, this is clad in grey vertical profiled sheeting with an upper darker blue upper element. to the front there is also a glazed central feature design element. Beneath the existing large rear upper gable sign to be replaced are 3 smaller signs. Beneath the larger upper front gable signs to be replaced are 2 smaller signs.
CHARACTER OF LOCALITY	The site is located in an employment area and backs on to the adjoining Tesco Car park at the rear.

RELEVANT SITE HISTORY

BR/244/00/	Erection of security fence and gates	ApproveConditionally 29-11-2000
PE/BR/101/01/TEL		No Further Actn

		26-07-2001
BR/193/01/	New building to replace existing building damaged by storm	ApproveConditionally 15-08-2001
BR/403/05/	Extension of existing 15m O2 mast from 15m to 20m in order to allow installation of 3No '3' antennas at 18.68m and 2 No 300mm dishes and 1 No 200mm dish at 16.82m, existing 02 antennas to be relocated to upper level at 21.6m. All associated equipment cabinets to be located within 02's existing compound.	ApproveConditionally 23-12-2005
BR/11/54	Outline for residential and industrial development	ApproveConditionally 02-03-1954
BR/11/54/A	Outline for residential and industrial development	ApproveConditionally 04-04-1956
BR/11/54/N	Formation of main estate road	Approve 10-01-1961
BR/11/54/A/E	Factory storage and offices	ApproveConditionally 31-01-1962
BR/11/54/A/K	Internal and external modif- ications to factory	Approve 10-04-1962
BR/15/59/C/ADV	Cut out perspex letters	Apprvd/Cond ADV 03-09-1962
BR/11/54/C/Y	Extension to factory and warehouse	Approve 05-04-1965
BR/11/54/D/E	Extension to factory	Approve 21-07-1965
BR/11/54/D/Y	Paint store	ApproveConditionally 04-11-1966
BR/11/54/P	Outline application for TV and film studios	No Decision Given
BR/11/54/E/A	Alterations to factory toilet	Permit'd Devel
BR/11/54/C/N	Extension of workshop and storage factory	Withdrawn
BR/11/54/C/G	Extension to existing factory	No Decision Given

BR/11/54/C/Q	Extension to existing factory	No Decision Given

None.

REPRESENTATIONS

Representations received:

Bognor Regis Town Council

Bognor Regis Town Council raises no objection.

No representations have been received from nearby occupiers.

Comments on Representations received:

Noted.

CONSULTATIONS

Consultations responses received:

No consultees.

Comments on Consultation responses:

N/A

POLICY CONTEXT

Designation applicable to site:
within Built Up Area

DEVELOPMENT PLAN POLICIES

Arun District Local Plan 2003:

PLANNING POLICY GUIDANCE

NPPF	National Planning Policy Framework
NPPG	National Planning Practice Guidance

SUPPLEMENTARY POLICY GUIDANCE

SPD5	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 similar signs at the premises although at the rear the sign is slightly larger and illuminated. They remain very similar in colour and size however and they do not result in a significantly increased in impact.

Paragraph 67 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, whilst relatively large replace established signs and are of similar proportions. Given the location of the building and its surrounds, the signs will not be unduly intrusive visually and do not increase visual clutter as they replace existing signs.

There is no impact on highway or pedestrian safety and there is considered to be no harmful impact on visual amenity generally.

It is therefore recommended that the application is approved conditionally.

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

In assessing this proposal Neutral impacts 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).

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 The advertisements display shall only be displayed in accordance with the details shown on the following submitted drawings:

Site Location plan - Submitted with Application
Drawing Number 35063_PLANNING - Proposed Front Exterior Signage Scheme (NTS) - Dated 05.04.16
Drawing Number 35063_PLANNING - Proposed Exterior Signage Scheme - Dated 05.04.16
Drawing Number 35063_PLANNING - Proposed Front Exterior Signage Scheme (Sign Details) - Dated 05.04.16
Drawing Number 35063_PLANNING - Proposed Rear Exterior Signage Scheme (NTS) - Dated 05.04.16
Drawing Number 35063_PLANNING - Proposed Rear Exterior Signage Scheme - Dated 05.04.16
Drawing Number 35063_PLANNING - Proposed Rear Exterior Signage Scheme (Sign Details) - Dated 05.04.16

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

3 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.

4 The intensity of illumination of the proposed rear elevation sign shall not exceed 450 lumens per square metre.

Reason: In the interests of the visual amenities of the locality.

5 The illumination of the proposed rear elevation sign shall be of a non-intermittent type.

Reason: In the interests of the visual amenities of the locality.