

Recommendation Report for Consent to Display an Advertisement(s)

REF NO: EG/2/13/A

LOCATION: Poling Motor Co.
Fordingbridge Industrial Estate
Barnham Road Barnham

PROPOSAL: Retention of 1 No non illuminated free standing pole mounted 2 sided board at front of site

SITE AND SURROUNDINGS

DESCRIPTION OF APPLICATION	The two sided free stannding non-illuminated pole mounted sign measures approximately 1.22m x 1.2m and 2.2m in height.
SITE AREA	N/A
RESIDENTIAL DEVELOPMENT DENSITY (NET)	N/A
TOPOGRAPHY	Sign is sited on raised grassed bank above highway.
TREES	None affected by the proposed development.
BOUNDARY TREATMENT	Front is open to the highway, rear has green metal fencing with wooden fencing behind approximately 1.8m-2m in height.
SITE CHARACTERISTICS	Sign is sited to the front of Industrial Units.
CHARACTER OF LOCALITY	Main road comprising commercial and residential of a mixed style and design.

RELEVANT SITE HISTORY

EG/27/06/A	1 x non-illuminated free standing sign	Apprvd/Cond ADV 25-05-2006
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REPRESENTATIONS

Representations received:

County Highway's

Due to the nature of the application (non-illuminated signage) and our standard policy agreement, the Highway's authority do not need to be consulted on this application.

Comments on Representations received:

None

CONSULTATIONS

WSCC Strategic Planning

Consultations responses received:

None

Comments on Consultation responses:

None

POLICY CONTEXT

Designation applicable to site:

Built Up Area Boundary
Class B Road
Drainage Area
No Public Sewer

DEVELOPMENT PLAN POLICIES

[Arun District Local Plan 2003:](#)

PLANNING POLICY GUIDANCE

NPPF

National Planning Policy Framework

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 two sided free standing pole mounted sign has been erected to the front of the site on a raised grassed bank adjacent to the main entrance to the industrial units.

The sign which is mounted on tubular legs is non-illuminated. It has a white aluminium sign face with a blue curved top and the lettering is black and white with the main lettering advertising 'Industrial Units for Rent'.

The Council when assessing advertisements should have regard to their effect on amenity and public safety. In this location which is on a busy road the aim is to ensure that advertisements are not sited in a position where they are distracting to road users.

It is not considered that the sign results in a proliferation of signs in this area and has a negative effect on amenity or public safety.

It is therefore recommended that Advertisement Consent be granted, subject to 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 advertisement hereby permitted shall be removed on or before the expiration of the period ending on 6th November 2017.

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