

Recommendation Report for Consent to Display an Advertisement(s)

REF NO: EP/44/26/A

LOCATION: East Preston Depot
Station Road
East Preston
BN16 3AA

PROPOSAL: Installation of various signage.

SITE AND SURROUNDINGS

DESCRIPTION OF APPLICATION	As above.
SITE CHARACTERISTICS	The site is a commercial/industrial area within East Preston, comprising of two two-storey buildings and a large yard, situated between the B1240 and Station Road and adjacent to Angmering railway station. The adverts proposed under this application would be erected within the site.
CHARACTER OF LOCALITY	Residential to the south and west, train line to the north and industrial estate to the east.

RELEVANT SITE HISTORY

EP/1/26/PL	Change of use of A1 buildings & yard to B8 use with elevational alterations, including solar panels and changes to the parking layout. This application is in CIL Zone 4 (Zero Rated) as other development.	ApproveConditionally 09-03-26
EP/6/23/PL	Alterations to site entrance and relocation of existing lay- by. This application is in CIL Zone 4 (Zero Rated) as other development.	ApproveConditionally 23-03-23
EP/53/17/CLP	Lawful development certificate for proposed internal alterations.	PP Not Required 28-06-17
EP/33/13/NMA	Applicatiion for a Non-Material Amendment following a grant of planning permission EP/51/12/ for the re-location of the proposed ground floor trade showroom and trade counter including associated external and internal alterations.	Approve 08-04-13

EP/51/12/ Change of use from vehicle servicing depot (B2 General ApproveConditionally
Industry) to form building supplies merchants (A1 Shops) 26-07-12
(this application is a dual parish with Angmering)

Relevant planning history noted.

REPRESENTATIONS

East Preston Parish Council - No objection.

No representations received from nearby occupiers.

COMMENTS ON REPRESENTATIONS RECEIVED:

Comments noted.

CONSULTATIONS

CONSULTATION RESPONSES RECEIVED:

NETWORK RAIL - No comment to make on the proposal.

WEST SUSSEX COUNTY COUNCIL HIGHWAYS - No response received.

COMMENTS ON CONSULTATION RESPONSES:

Comments noted.

POLICY CONTEXT

Built-Up Area Boundary.

Railway Property (15m Buffer).

DEVELOPMENT PLAN POLICIES

[Arun Local Plan 2011 - 2031:](#)

QESP1	QE SP1 Quality of the Environment
QEDM2	QE DM2 Light pollution

PLANNING POLICY GUIDANCE:

NPPF	National Planning Policy Framework
NPPG	National Planning Practice Guidance

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

There are no other material considerations to be weighed in the balance with the Development Plan.

CONCLUSIONS

PRINCIPLE

Paragraph 141 of the National Planning Policy Framework (NPPF) states that 'advertisement should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts'. The display of outdoor advertisements can only be controlled in the interests of amenity and public safety. The control system in place for advertising is concerned with the visual effect on its surroundings.

DESIGN AND VISUAL AMENITY

The proposal is for the installation of forty-one advertisement signs of varying sizes at East Preston Depot, Station Road, including both illuminated and non-illuminated signage. The signs would be located on two storage buildings, external storage areas, and boundary fencing. The site is next to Angmering train station. Building A forms the northern boundary of the site, and its northern elevation faces the railway platform, with existing fencing and vegetation in between. Building B fronts the B1240. The proposed signs would be visible on both buildings and on the boundary fencing along Station Road.

Building A would display twenty signs in total. On the northern side elevation, two non-illuminated advertising signs would each measure 6.225m wide by 2.26mm high and would be fixed 4.54m above ground level.

On the eastern rear elevation, there would be three non-illuminated advertising signs: one measuring 4.96m wide by 1.8m high, fixed 5.45m above ground level; one measuring 1.8m wide by 0.65m high, fixed 2.33m above ground level; and one measuring 5.55m wide by 5m high, fixed 1.5m above ground level.

On the southern side elevation, there would be ten non-illuminated advertising signs. A central sign

measuring 11m wide by 2.1m high would be fixed 4.62m above ground level, with one sign on either side, each measuring 5.8m wide by 2.1m high and fixed 4.62m above ground level. Below this would be four signs, each measuring 1m wide by 0.5m high and fixed 1.5m above ground level. On the eastern flank there would be two signs measuring 0.55m wide by 0.5m high and fixed 1.5m above ground level, and one sign above the door would measure 1.8m wide by 0.65m high and be fixed 2.33m above ground level.

On the western front elevation, there would be three illuminated signs. The lighting would be static, positioned along the full length of each sign and directed from above. The central sign would measure 6.225m wide by 2.26m high and be fixed 5.51m above ground level. On the northern flank, one sign would measure 5.2m wide by 2.095m high and be fixed 2.745m above ground level. A further sign above the entrance door would measure 0.9m wide by 0.3m high and be fixed 2.185m above ground level. The lights would operate by light sensor (start-up) and timer, with illumination switched off between 23.00 and 5.00. The illuminated signs would not exceed 300 cd/sqm and would comply with the West Sussex County Council's illuminations guidance. Given their siting, scale and restricted hours of illumination, the signs would not result in harm to visual amenity.

Building B would display seven non-illuminated signs in total. On the northern side elevation, the sign would measure 5m wide by 2.4m high and would be fixed 1.86m above ground level. On the eastern front elevation, there would be three signs: one measuring 4.075m wide by 1.475m high, fixed 4.685m above ground level and two measuring 0.555m wide by 0.5m high, fixed 1.5m above ground level, and on the southern side elevation, there would be one sign measuring 6.225m wide by 2.26m high and fixed 3.7m above ground level.

On the western rear elevation, there would be two signs: one measuring 5.27m wide by 1.475m high, fixed 4.64m above ground level and one measuring 6m wide by 2.145m high and fixed 1.71m above ground level. The proposed signs would be visible from the B1240 and would be positioned in similar locations to the existing signage. Given the reduction in the overall amount of signage, together with the proposed siting and scale, the signs would not result in harm to visual amenity.

In addition, fourteen non-illuminated advertising signs would be displayed on the external site boundary fencing, with some signs located within the car park and on Building C. This would comprise two Sign A signs, each measuring 0.75m wide by 1m high and fixed 1m above ground level; 11 Sign B signs, each measuring 1m wide by 0.5m high and fixed 1m above finished ground level; and one Sign C sign, measuring 6m wide by 2.4m high and fixed 0.5m above finished ground level. The proposed signs would be visible from Station Road and would be positioned in similar locations to the existing signage. Given the proposed siting and scale, the signs would not result in harm to visual amenity.

The signs would be finished with a blue background with white wording and a white logo, consistent with the colour palette approved under application EP/1/26/PL. This would provide a coordinated appearance across the site. Given their scale and siting on building elevations, boundary fencing and within the site boundary, similar to existing signage, the proposal would not result in visual clutter or appear visually intrusive.

Overall, the advertisements signage would not be harmful to the area and do not pose adverse impact upon visual amenity. The advertisements are therefore acceptable and would not result in harm to visual amenity, in accordance with the NPPF.

PUBLIC SAFETY AND AMENITY

The only illuminated signs proposed are the three signs on the western front elevation of Building A. These would face internally within the site towards the car park and would not be directly visible from the public highway. However, they would be visible from the block of flats to the south of the site. Given this

relationship, it is reasonable and necessary to control the hours of illumination to protect the amenity of nearby residents.

The applicant has proposed that the illuminated signs would be controlled by a timer and switched off between 23.00 and 05.00, inclusive of bank holidays. This would limit light spill and visual disturbance during the most sensitive night-time hours. A condition is therefore required to secure these hours, together with the static nature of the lighting and a maximum luminance of 300 cd/sqm, in accordance with West Sussex County Council's luminance guidance, to ensure the proposal would not result in harm to neighbouring amenity. Therefore, the illuminated signs would not result in unacceptable harm to residential amenity or public safety and would accord with Arun Local Plan policies QE SP1 and QE DM2 and the NPPF.

In terms of public safety, the signs on Building A's southern and eastern elevations would mainly be viewed from within the site and would not be prominent to highway users. The northern elevation faces the railway platform; however, due to the orientation of the signs and their separation from the platform, they would not be likely to distract pedestrians or train drivers.

The number of signs on Building B has been reduced to two. These signs would still face the highway at the junction of the B2140 and Station Road, close to the railway station and level crossing. They would be similar in location and scale to the existing signage within the site boundary and would not obstruct visibility or distract highway users. The proposal would therefore not have an unacceptable impact on highway safety.

The fencing signage is low-level and small in scale and is positioned externally on the site boundary fencing. Whilst visible, it is not dominant within the wider street scene due to its scale and the industrial context of its setting. It would therefore not cause any public safety or amenity impacts.

There is also minimal harm posed upon residential amenity due to the location of the site and condition attached to the three illuminated signs. Therefore, the proposed signage would not result in any harm to public safety or amenity, in accordance with Arun Local Plan policies QE SP1 and QE DM2 and the NPPF.

SUMMARY

In the absence of harm to amenity or public safety, it is recommended that the application be approved, subject to the conditions set out below.

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 the following 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).

The proposal would have a neutral impact on the protected characteristics.

RECOMMENDATION

APPROVE CONDITIONALLY

- 1 The development hereby approved shall be carried out in accordance with the following approved plans:

- Existing and Proposed Site Layout Plans PL01A.
- Building B Proposed Plan and Elevations PL05B.
- Building A Proposed Elevations PL07B.
- Site Location and Block Plan PL08.
- Proposed Sign Elevations PL09A

Reason: As required by Regulation 14(1)(a) of the Town and Country Planning (Control of Advertisements) Regulations 2007.

- 2 The three proposed illuminated signs on the western front elevation of Building A shall be switched off between the hours of 23.00 and 05.00, Monday to Sunday inclusive, including bank holidays, unless otherwise agreed in writing with the Local Planning Authority.

Reason: In the interests of amenity in accordance with Arun Local Plan policies QE SP1 and QE DM2.

- 3 The intensity of illumination of the three proposed signs on the western front elevation of Building A shall not exceed 300 candelas/m².

Reason: In the interests of the visual amenities of the locality in accordance with the NPPF.

- 4 The illumination of the three proposed signs on the western front elevation of Building A shall be of a non-intermittent type.

Reason: In the interests of the visual amenities of the locality in accordance with the NPPF.

- 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 and Country Planning (Control of Advertisements) Regulations 2007.

- 6 No advertisement shall be sited or displayed so as to-
1. Endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 2. Obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 3. 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 and Country Planning (Control of Advertisements) Regulations 2007.

- 7 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 and Country Planning (Control of Advertisements) Regulations 2007.

- 8 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 and Country Planning (Control of Advertisements) Regulations 2007.

- 9 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 and Country Planning (Control of Advertisements) Regulations 2007.