

Recommendation Report for Consent to Display an Advertisement(s)**REF NO:** EP/95/12/A**LOCATION:** One Stop Community Stores Ltd
135 North Lane
East Preston**PROPOSAL:** 3no. externally illuminated fascia signs, 1no. non-illuminated hanging sign, 4no. lockable poster cases & digitally printed vinyl graphics to window glazing**SITE AND SURROUNDINGS**

DESCRIPTION OF APPLICATION	The fascia signs would be externally illuminated by the existing strip lighting and would measure 0.38m high, 11m, 4.6m and 3.9m wide and 0.05 deep and the base of the signs would be 2.65m above ground level. The hanging sign is non-illuminated 0.6m high x 0.6m wide and would be 2.67 above ground level. The poster cases on the external wall of the building would number 4 and measure 0.5m x 0.7m. The 3 window graphics vary in size. The signs have already been installed. The illumination would be static and not exceed 250 cd/m.
SITE AREA	N/A
RESIDENTIAL DEVELOPMENT DEN	N/A
TOPOGRAPHY	Predominantly flat.
TREES	N/A
BOUNDARY TREATMENT	None.
SITE CHARACTERISTICS	Retail unit. Fascia board above the window.
CHARACTER OF LOCALITY	The site is located in the main shopping area of East Preston. The street is lined by a parade of ground floor shops with residential and offices uses above. The majority of shops have fascia advertising.

RELEVANT SITE HISTORY

EP/37/78/ADV	Illuminated projecting sign	Apprvd/Cond ADV 26-04-1978
EP/61/85/ADV	One illuminated fascia sign	Apprvd/Cond ADV 15-05-1985

REPRESENTATIONS**Representations received:**

East Preston Parish Council
East Preston Parish Council:
No objection.

Comments on Representations received:

None

CONSULTATIONS

WSCC Strategic Planning

Consultations responses received:

COUNTY HIGHWAYS

No highway objection based on proposed luminance levels of 250 cd/m squared. Projecting sign will require a licence and should be secured via an informative.

Comments on Consultation responses:

None.

POLICY CONTEXT

Designation applicable to site:
Within Built-Up Area

DEVELOPMENT PLAN POLICIES

Arun District Local Plan: [GEN7](#) The Form of New Development

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.

The Development Plan consists of the Arun District Local Plan 2003 and the South East Plan adopted in 2009.

It should be noted that the Arun District Local Plan was adopted in 2003 and the South East Plan in 2009.

In accordance with paragraphs 214 of the NPPF, the South East Plan is afforded full weight as part of the development plan. Footnote 41 (page 49) states the Governments clear policy intention to revoke regional strategies.

Paragraph 214 of the NPPF ensures that specific policies in Arun District Local Plan 2003 can carry weight but, because it predates 2004, a reduced weight. The weight afforded to the policies with Local Plan policies can be assessed according to their level of consistency of the various policies with the National Planning Policy Framework. It should be noted that the NPPF states that weight is given to individual policies and not to the plan as a whole.

The emerging local plan has recently been approved by the Council and is therefore a material consideration in the determination of this planning application. Whilst it has not been formally adopted due weight has been given to its policies in terms of the decision making process at this stage.

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 fascia signs would be positioned on a fascia board above the shop front glazing and this is consistent with the majority of shops on the street and therefore in-keeping with the character and appearance of the surrounding area. The adverts would contribute to the maintenance of the viability and vitality of the shopping area.

The fascia signs are illuminated but would face North Lane, the lighting would be static and of a level of intensity that would not be harmful towards the amenities of the occupants of the residential flats within the locality.

County Highways have no objection in terms of highway safety and it is proposed to limit levels of illumination by conditions.

It is, therefore recommended that Advertisement Consent is granted, subject to the following conditions.

RECOMMENDATION

APPROVE CONDITIONALLY

- 1 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.
- 2 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.
- 3 The intensity of illumination of the proposed sign shall not exceed 250 candelas m2.

Reason:

In the interests of the visual amenities of the locality in accordance with policies GEN7, GEN33 of the Arun District Local Plan.
- 4 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.
- 5 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.
- 6 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.
- 7 **INFORMATIVE:** Before the commencement of any operation, the applicant is advised to contact West Sussex County Council (Tel 01243 642105 or email street.works@westsussex.gov.uk) to obtain a Section 177 Licence under the Highways Act 1980 to cover any structure that overhangs the highway.