

Recommendation Report for Consent to Display an Advertisement(s)

REF NO: FG/119/15/A

LOCATION: Ferring Nurseries
Littlehampton Road
Ferring

PROPOSAL: 1No. non illuminated fascia sign, 6No. non illuminated hoarding signs consisting 4No. CGI, 1No. V sign & 1No. Leader Board sign & 2No. non illuminated panel signs.

SITE AND SURROUNDINGS

DESCRIPTION OF APPLICATION	As above
SITE AREA	Approximately 1.24 hectares.
TOPOGRAPHY	Predominantly flat.
TREES	None of any significance affected by the proposed development.
BOUNDARY TREATMENT	The site boundary currently consists of 2 metre high hoardings.
SITE CHARACTERISTICS	The site is undeveloped land currently the subject of planning approval for residential development.
CHARACTER OF LOCALITY	The character of the locality is predominantly residential to the south of the site, with commercial development located to the north and west.

RELEVANT SITE HISTORY

None.

REPRESENTATIONS

Representations received:

Ferring Parish Council

Ferring Parish Council would like to object to this planning application. The main objection to this proposal is the inappropriate degree of signage. There is ample signage at this site which incidentally has already been reported to the Developer as the signs advertises an alternative site.

The proposed signage could be distracting to drivers on this section of the A259 and confusing to the shoppers attempting to negotiate the entrance for Ferring Nurseries and the ASDA store.

This application is for numerous unnecessary signs, an overwhelming amount of signage

within a busy retail area. This is totally out of keeping with the surroundings and would be a gross intrusion into the semi-rural character of the area.

Comments on Representations received:

Comments noted.

CONSULTATIONS

Highways England
WSCC Strategic Planning

Consultations responses received:

None

Comments on Consultation responses:

N/A

POLICY CONTEXT

Designation applicable to site:

DEVELOPMENT PLAN POLICIES

[Arun District Local Plan 2003:](#)

PLANNING POLICY GUIDANCE

NPPF National Planning Policy Framework

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

PRINCIPLE

The advertisements are located within the built area boundary where the principle of development is acceptable, subject to accordance with relevant planning policies. Paragraph 67 of the National Planning Policy Framework 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."

As the NPPF makes clear, 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 of an advertisement.

VISUAL AMENITY

The proposal seeks permission for the erection of 1 no. non-illuminated fascia sign; 6 No. non-illuminated hoarding signs; and 2 No. non-illuminated panel signs.

The proposed 15m wide sign advertising the development which benefits from planning permission at the site is considered acceptable. However, the application seeks permission for additional advertisements in relation to a separate development taking place outside of the district.

These adverts due to their size, design and number are considered to have an unacceptable adverse impact upon the visual amenity of the area.

PUBLIC SAFETY

The proposed advertisements are not considered to pose a risk to public safety.

SUMMARY

It is recommended that permission is refused for the proposed advertisements for the below reason.

RECOMMENDATION

REFUSE

- 1 The proposed advertisements, by reason of their number, height, size and siting are detrimental to the visual amenities of the locality in conflict with Paragraph 67 of the National Planning Policy Framework and the Arun District SPG on Advertisements.