

Recommendation Report for Consent to Display an Advertisement(s)

REF NO: FG/120/21/A

LOCATION: Yeomans Peugeot
Littlehampton Road
Ferring
BN12 6PB

PROPOSAL: Installation of 2 x internally illuminated fascia signs and 1 x internally illuminated pylon sign

SITE AND SURROUNDINGS

DESCRIPTION OF APPLICATION	As above
TOPOGRAPHY	Predominantly flat.
TREES	None of any significance affected by the proposed development.
BOUNDARY TREATMENT	
SITE CHARACTERISTICS	Commercial car dealership site.
CHARACTER OF LOCALITY	Mixed - commercial, agricultural and residential.

RELEVANT SITE HISTORY

FG/112/19/A	1 x illuminated fascia, Louvers, 1 x illuminated totem, 1 x entrance feature, 1 x directional sign, 2 x post mounted parking signs	ApproveConditionally 13-11-19
FG/91/15/A	4 No. non illuminated under wheel aeroflags to the site frontage.	ApproveConditionally 04-08-15
FG/76/12/A	3No. internal halo illuminated fascia signs to front (South) elevation. 2No. sets of internally illuminated halo corner lights and 1No. portique entrance surround. 1No. free standing externally illuminated totem sign to the front dealership forcourt (South) of the site.	ApproveConditionally 30-07-12
FG/164/08/A	Advertisement consent for 3 no. internally illuminated fascia signs of varying sizes (Resubmission following FG/139/08/A)	ApproveConditionally 21-01-09

FG/139/08/A

Advertisement consent for 3 no. internally illuminated
fascia signs, 1 no. externally illuminated totem sign

Refused
17-11-08

Noted

REPRESENTATIONS

Ferring Conservation Group - Ferring conservation Group objects to this application for replacement advertising signage. The forecourt of these showrooms are already very much cluttered with prominent signage and we question whether both existing totem signs have appropriate permission.

The illumination is to be 'static' which presumably means continuous, and this is an intrusion against the residential character of this area, and the foreground of Highdown. The proposed replacement sign for Peugeot, with its huge lettering, would be even more intrusive than the existing one.

4 Neighbouring comments - To many signs already present which could be distracting to drivers

- Increased light pollution
- Objects to the increased size
- not in keeping with environment

COMMENTS ON REPRESENTATIONS RECEIVED:

Noted

CONSULTATION RESPONSES RECEIVED:

Parish Council - Ferring Parish Council objects to any increase in size of signage over that already permitted. The proposed increase in size of the totem is unjustified and will only serve to further add to the visual mass of signage in

this location. This is directly on the roadside, highly visible and there is no reasonable requirement for any increase in dimensions.

Consideration must also be given to any increase in light pollution from all signage on the site, located at the

base of Highdown Hill and the boundary of the National Park.

COMMENTS ON CONSULTATION RESPONSES:

Comments noted.

POLICY CONTEXT

Designation applicable to site:

Outside BUAB

Area of special advert control

DEVELOPMENT PLAN POLICIES

PLANNING POLICY GUIDANCE:

NPPF

National Planning Policy Framework

SUPPLEMENTARY POLICY GUIDANCE:

XXX4 Supplementary Planning Guidance for 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 be weighed in the balance with the Development Plan.

CONCLUSIONS**PRINCIPLE**

Paragraph 136 of the National Planning Policy Framework (NPPF) states - "The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."

AMENITY

The area could be considered semi rural and is visible from the South Downs National Park. WSCC guidelines state that in area of 'Low district brightness' no more than 400cd/m² should be allowed on signage under 10m², this application proposes illumination levels at 500cd/m². The existing signage has illumination levels at 200cd/m². Each of the individual signs will be below the 10m² threshold.

The signage affixed to the front of the building will replace existing signage on site and generally make

the front of the building look less cluttered. It will be internally illuminated. The increased illumination levels is seen to negatively impact this application, although it is noted that this signage would be affix to the building where the increase illumination levels are deemed less of a nuisance.

The totem sign will be free-standing and illuminated. It is an overly obtrusive size and design and would be harmful to the appearance of the street scene on Littlehampton Road and amenity of the area. Additionally, the illumination levels will be higher than currently exist onsite with the existing totem sign which is set at 200cd/m².

The proposed scale of the totem signage is also considered too large. The proposed sign is to be 200mm wider and over 1.1m taller. Located adjacent to residential properties this is considered unacceptable on their outlook and will negative impact their amenity.

PUBLIC SAFETY

In the evaluation of the sign, consideration has been given to its impact upon public safety. It is vital to consider whether the advertisement itself or its location is likely to be so distracting or so confusing, that it creates a hazard, or endangers people in the vicinity who are taking reasonable care for their own, or others, safety.

The location and scale of the signage affixed to the building is not considered to pose a hazard to public safety, however the increase illumination levels combined with the increased size of the totem sign is considered to pose a hazard.

CONCLUSION

Due to the harm to amenity and public safety, it is recommended that the application be refused.

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), Article 1 of the First Protocol (protection of property). It is not considered that the recommendation for refusal of permission in this case interferes with applicant's right to respect for their private and family life and their home, except insofar as it is necessary to protect the rights and freedoms of others (in this case, the rights of neighbours). The Council is also permitted to control the use of property in accordance with the general interest and the recommendation for refusal 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

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**REFUSE**

- 1 The advert by reason of its scale and position would have an unacceptably obtrusive impact on the amenity of the area and pose a public safety hazard to road users by means of being unduly large and bright for the area contrary to the the Arun Supplementary Guidance on advertisements and the NPPF paragraph 136.