

Recommendation Report for Consent to Display an Advertisement(s)

REF NO: FP/127/13/A

LOCATION: Blakes Mead
Felpham
Bognor Regis West Sussex

PROPOSAL: 2no. non-illuminated Billboards signs to Flansham Road roundabout. 1no. non-illuminated 'V' sign to left hand side of roundabout between Flansham Lane & Relief Road & 17no. non-illuminated Flag poles at various locations

SITE AND SURROUNDINGS

DESCRIPTION OF APPLICATION	Total of 17 x Flag advertisements (at a height of 6m) 8 at location to the north of the roundabout on the A259 in two groups of four (these are referred to as flags 1-4 and 5-8). 6 at location to the south of the roundabout on the A259 (these are referred to as flags 9-14) 1 at the location to the east of the pond on the Felpham Way frontage (this is referred to as flag 15), 1 at the location to the west of the pond on the Blackthorn Ave frontage (this is referred to as flag 16), 1 at the location to the south of the pond on the Blackthorn Ave frontage (this is referred to as flag 17). 2 x billboard signs located to the north of the roundabout junction with the A259. These signs are at a height of 4.8m x 2.4m (width) and are erected on 4 poles. 1 x v-sign at a height of 5m. These two adverts are both 2m in width and are 1.2m off the ground on poles.
SITE CHARACTERISTICS	Residential development under construction. Some of the advertisements applied for are within areas that area completed others are within areas under construction or yet to be commenced.
CHARACTER OF LOCALITY	As above.

RELEVANT SITE HISTORY

FP/92/04/	Outline Application for residential development and associated uses forming part of policy site 6. Construction of the Bognor Regis Northern Relief Road from A259 at Felpham to A29 (This application is accompanied by an environmental statement and affects a public right of way)	Called In by DCLG/SD 30-11-2004 Appeal: Allowed+Conditions 22 11 2006
FP/251/07/	Reserved Matters application pursuant to outline planning permission FP/92/04 relating to 3 phases of residential development for 464 dwellings, and up to 217sqm retail floorspace, with associated residential roads, drainage works and public open space - This application affects a Public Right of Way	Approved Cond + S106 18-09-2008
FP/237/08/	Amendment to provide changes to 200 residential units previously approved in accordance with Reserved Matters application FP/251/07 pursuant to outline planning permission FP/92/04 relating to three phases of residential development for 464 dwellings, and up to 217sqm retail floor space with associated residential roads, drainage works and public open space - This application also falls within the parish of Yapton	Approved Cond + S106 03-03-2009

Noted.

REPRESENTATIONS

Representations received:

Felpham Parish Council

Felpham Parish Council - No Objection.

Comments on Representations received:

Noted.

CONSULTATIONS

Consultations responses received:

None

Comments on Consultation responses:

Comments noted.

POLICY CONTEXT

Designation applicable to site:

DEVELOPMENT PLAN POLICIES

Arun District Local Plan:

PLANNING POLICY GUIDANCE

NPPF

National Planning Policy Framework

SUPPLEMENTARY POLICY GUIDANCE

XXX4

Supplementary Planning Guidance for
Advertisements.

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 require that decisions made under the Regulations are made only in the interests of amenity and public safety. Section 38(6) of the Planning and Compulsory Purchase Act 2004, does not apply to advertisement applications.

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 numerous adverts applied for are outlined at the start of this report and include various locations throughout Site 6. These proposals relate only to those advertisements for Barratt David Wilson and a separate consent (FP/122/13/A) has been granted for advertisements on behalf of Bovis Homes.

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 require that decisions made under the Regulations are made only in the interests of amenity and public safety. Section 38(6) of the Planning and Compulsory Purchase Act 2004, does not apply to advertisement applications. I shall therefore have regard to the Development Plan as a material consideration in this application.

The NPPF at paragraph 67 states:

"Only those advertisements which will clearly have an appreciable impact on a building or 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 impact".

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.

The advertisements comprise various flag and advert board signs throughout the development and serve to 'market' the housing development for customers during the construction phase.

Whilst it is considered that the vast majority of the advertisements applied for would normally not be considered favourably in terms of amenity, they can be granted consent for a temporary period of time. The application FP/122/13/A was granted for a period up to 30 June 2016. Currently, the development is approximately 40% completed and it is therefore considered reasonable to allow the proposed adverts for a period up to June 2016 to allow for substantial completion of the development.

At that time, should a further application be received, it would be very unlikely that the scale of advertisements applied for under this consent would be considered favourably as the development will be nearing completion.

RECOMMENDATION

APPROVE CONDITIONALLY

- 1 The advertisements as set out below are PERMITTED in accordance with the conditions specified:

8 x flag advertisements to the north of the roundabout on the A259 in two groups of four.

6 x flag advertisements to the south of the roundabout on the A259.

1 x flag advertisement east of the pond on the Felpham Way frontage.

1 x flag advertisement to the west of the pond on the Blackthorn Ave frontage.

1 x flag advertisement to the south of the pond on the Blackthorn Ave frontage.

2 x billboard signs located to the north of the roundabout junction with the A259. These signs are at a height of 4.8m x 2.4m (width) and are erected on 4 poles.

1 x v-sign west of the pond at a height of 5m. These two adverts are both 2m in width and are 1.2m off the ground on poles.

Those advertisements outlined above, shall be removed from the site on or before 30 June 2016 and the location of their current erection should be made good and finished to match the surrounding areas.

- 2 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.

- 3 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.

- 4 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.

- 5 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.

- 6 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.