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ADVERTISEMENTS REPORT

DESCRIPTION/ ADDRESS	-	Erection of two parish notice boards in churchyard – one adjoining footpath at western end, the other fronting Felpham Road St Marys Church Felpham Road Felpham

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	1 x notice board mounted on two posts set in ground with blue background and gold lettering, situated to eastern site boundary facing onto Felpham Road. To measure (at maximum) approximately; 1.3m in width, 1m in depth, with a height of top of advertisement above ground of 1.7m 1 x notice board mounted on two posts set in ground with blue background and gold lettering, situated to western site boundary facing onto adjoining footpath. To measure (at maximum) approximately; 1.3m in width, 1m in depth, with a height of top of advertisement above ground of 1.7m
SITE AREA	12064 square metres approximately
RESIDENTIAL DEVELOPMENT DENSITY (NET)	N/A
TOPOGRAPHY	Site is slightly raised from roof
TREES	None affected
BOUNDARY TREATMENT	Flint and stone wall approximately 1m - 1.2m in height
SITE CHARACTERISTICS	Churchyard
CHARACTER OF LOCALITY	Mixed. Shopping parade to north. Residential with properties of various style and design

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
None		

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
Felpham Parish Council	~~Awaited~~ No objection.
LOCAL GROUPS	None
OTHER	None

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE

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CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
County Highways	Awaited
District Conservation Officer	No objection. The notice boards will not detract from the setting of the Church or from the character or appearance of the Conservation Area.
Conservation Area Advisory Committee	Further information required as to whether the notice board on the Felpham Road is a replacement of the existing one, or an additional? Use of notice boards

POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Within Built-up Area Boundary Within Conservation Area Class C Road Listed Building Grade II Right of Way Area of Special Advertisement Control

DEVELOPMENT PLAN POLICIES

West Sussex Structure Plan : LOC2, DEV1, CH1, CH4, CH5
Arun District Local Plan: GEN2, GEN7, AREA2, DEV11
Supplementary Planning Document – Advertisements
Supplementary Planning Document – Conservation Areas

PLANNING POLICY GUIDANCE

PPS1: Delivering sustainable development
PPG15: Planning and the Historic Environment
PPG19 : Outdoor Advertisement Control

POLICY COMMENTARY

The above policies combine to describe the criteria against which the application will be assessed particularly with regard to visual amenity, setting of the Listed Building, and public safety in the Conservation Area.

COMMENT ON CONSULTATION RESPONSES

Noted. It is considered the proposal is acceptable whether the signs are replacement or additional, so to clarify this with additional information is unnecessary.

COMMENT ON REPRESENTATIONS RECEIVED

~~None~~ Noted

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ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

Regulation 4(1)(a)(b) and 4(2) of the Town and Country Planning (Control of Advertisements) Regulations 1992 states:-

"A local planning authority shall exercise their powers under these Regulations only in the interests of amenity and public safety, taking account of any material factors, and in particular:

(a) *In the case of amenity, the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest, disregarding, if they think fit, any advertisement being displayed there;*

(b) *In the case of public safety:*
(i) *The safety of any person who may use any road, railway, waterway, dock, harbour or aerodrome;*
(ii) *Whether any display of advertisements is likely to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air.*

In determining an application for consent for the display of advertisements, or considering whether to make an order revoking or modifying a consent, the local planning authority may have regard to any material change in circumstances likely to occur within the period for which the consent is required or granted."

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

Given that the advertisements are of a small size and considered of an appropriate design to the Grade II Listed Church building, any adverse impact resulting from the advertisements onto those neighbouring properties and the immediate locality is considered minimal.

Given the reasons stated above, it is considered the size, colouring, materials, design, and layout of the proposed signage would not detract from the established character or appearance, or setting of the Listed building itself or the surrounding area, and the proposed signage is not considered to have an adverse impact on public safety, nor would it be obtrusive in the rural locality or have an adverse impact on amenity.

It is therefore recommended that Advertisement Consent should be granted, subject to the conditions set out overleaf.

FELPHAM FP/231/06/A

Erection of two parish notice boards in churchyard - one adjoining footpath at western end, the other fronting Felpham Road

St Marys Church
Felpham Road
Felpham

RECOMMENDATION

Approve Conditions

1 Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by Regulation 13(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 1992.

2 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
Reason: As required by Regulation13(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 1992.

3 Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by Regulation 13(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 1992.

4 No advertisement is to be displayed without the permission of the owner of the site or other person with an interest in the site entitled to grant permission.
Reason: As required by Regulation13(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 1992.

5 No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of , any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).
Reason: As required by Regulation 13(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 1992.