FP/65/07/A

ADVERTISEMENTS REPORT

DESCRIPTION/ ADDRESS	-	Replacement externally illuminated fascia & logo (resubmission of FP/13/07/A) Thresher 73 Felpham Road Bognor Regis

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	1 x wall mounted externally illuminated fascia panel and logo, positioned on front elevation of building. To measure (at maximum) approximately; 570mm in length, 350mm in height, and 465mm in depth
SITE AREA	100 square metres approximately
RESIDENTIAL DEVELOPMENT DENSITY (NET)	N/A
TOPOGRAPHY	Predominately flat
TREES	None affected
BOUNDARY TREATMENT	N/A
SITE CHARACTERISTICS	Mid terraced building with lower brown brick and upper mock Tudor finish
CHARACTER OF LOCALITY	Shopping parade. Surrounding residential

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
BR/1/165/ADV	Illuminated sign	Approved Conditionally 10-03-1965
BR/261/70/ADV	Internally illuminated fascia plaque sign	Approved Conditionally 15-07-1970
BR/456/70/A	Internally illuminated projecting box sign	Refuse 24-08-1970
BR/106/75/A	Single side & doubled sided box sign	Refuse 12-03-1975
BR/210/75/ADV	Non illuminated fascia panel & illuminated double sided projecting box sign	Approved Conditionally 07-05-1975
FP/13/07/A	Replacement non-illuminated fascia panel with internally illuminated logo	Refused 23-02-2007

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT

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REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
Felpham Parish Council	Objection. Out of keeping with the principles of Felpham Conservation Area. Original green and white far more acceptable. The new yellow and red design garish and too 'outstanding' for a small 'village environment
LOCAL GROUPS	None
OTHER	None

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
County Highways	Awaited
District Conservation Officer	No objection to external illumination. There will be no adverse effect on the character or appearance of Conservation Area
Conservation Area Advisory Committee	No comment

POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Within Built-up Area Boundary Within Conservation Area Class C Road

DEVELOPMENT PLAN POLICIES

West Sussex Structure Plan : LOC1, DEV1, CH1, CH4
Arun District Local Plan: GEN7, GEN33, AREA2
Supplementary Planning Guidance – Advertisements
Supplementary Planning Guidance – 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 in the established character and appearance of the Conservation Area, and public safety.

COMMENT ON CONSULTATION RESPONSES

Noted.

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COMMENT ON REPRESENTATIONS RECEIVED

Noted. The current application follows a previous refusal for an internally illuminated advertisement of near identical design, proportions, and position (FP/13/07/A).

In the previous application, there was no objection to the principle of an advertisement of this design to the frontage of this building; the only reason for the refusal was due to the method of illumination. The colour of the advertisement is not under the control of the Local Planning Authority, and the advertisement is now externally illuminated which is considered to preserve the established character and appearance of the Conservation Area

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

The current application follows a previous refusal for an internally illuminated advertisement of near identical proportions and position (FP/13/07/A). In the previous application, there was no objection to the principle of an advertisement of this design and colour to the frontage of this building; the only reason for the refusal was due to the method of illumination. The advertisement is now externally illuminated which is considered to preserve the established character and appearance of the Conservation Area. It is therefore recommended that Advertisement Consent should be granted, subject to the conditions set out overleaf.

FELPHAM FP/65/07/A

Replacement externally illuminated fascia & logo (Resubmission of FP/13/07/A)

Thresher
73 Felpham Road
Bognor Regis

RECOMMENDATION

Apprve/Cond ADV

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.