

Recommendation Report for Consent to Display an Advertisement(s)

REF NO:	F/24/26/A
LOCATION:	Land at Ford Airfield Ford Ford
PROPOSAL:	Installation of 5 no. 4500 x 3050 mm Non illuminated aluminium composite sign on metal posts and 16 no. 6 metre flagpoles, supporting one 900mm x 2500 mm vertical flag.

SITE AND SURROUNDINGS	
DESCRIPTION OF APPLICATION	As above.
SITE CHARACTERISTICS	The application site is a future residential development and forms part of the former Ford Airfield and is bounded by Ford Lane to the north, former runway areas together with waste management and agricultural uses to the east, Horsemere Green Lane to the south, and Yapton Road, Rollaston Park and agricultural land to the west. The former airfield also accommodates a number of established waste management facilities adjoining the application site. These include the Southern Water wastewater treatment works, the Grundon waste transfer station and the Viridor recycling facility. Access to these uses is provided via an access road extending from Ford Road through the eastern part of the site. Within the central area of the former airfield are a number of commercial and leisure uses, including the Flying Fortress indoor children's play centre and the Arun Sports Arena indoor five-a-side football facility. The access to these facilities is via Rollaston Park.
CHARACTER OF LOCALITY	The site is located between the villages of Yapton, Ford and Climping. It is approximately 3km to the north west of Littlehampton town centre and 4km south west of Arundel town centre. The South Downs National Park boundary lies approximately 2km to the north of the site. The site is approximately 0.7km south of Ford railway station and 0.4km west of the River Arun.
RELEVANT SITE HISTORY	

F/16/24/RES	Approval of reserved matters following outline permission	ApproveConditionally
F/4/20/OUT	for phase reserved matters 4 (south), for the	11-02-26

erection of 357 No. residential dwellings plus associated roads, infrastructure, parking, landscaping, open space & play areas and associated works. This application affects a Public Right of Way, may affect the setting of a Listed Building and falls within CIL Zone 1 (Ford strategic site - zero rated).

F/15/24/RES	Approval of reserved matters (layout, scale, appearance and landscaping) following outline permission F/4/20/OUT for phase RM1 (North), for the erection of 341 No. residential dwellings plus associated roads, infrastructure, parking, landscaping and associated works. This application affects a Public Right of Way, may affect the setting of a Listed Building and falls within CIL Zone 1 (Ford strategic site - zero rated).	ApproveConditionally 11-02-26
F/14/24/RES	Approval of reserved matters (layout, scale, appearance and landscaping) following outline consent F/4/20/OUT for the infrastructure reserved matters including the provision of a primary spine road and associated secondary road junctions, pavement, footpaths, cycle infrastructure and bus stops; site wide drainage infrastructure including foul pumping stations, foul sewer infrastructure, SUDS basins, SUDS swales, surface water infrastructure; acoustic fencing; public open space including landscape details, play areas, footpaths & associated works. This application affects a Public Right of Way, may affect the setting of a Listed Building and falls within CIL Zone 1 (Ford strategic site - zero rated).	ApproveConditionally 11-02-26
F/4/20/OUT	Outline planning application (with all matters reserved except for access) for the development of up to 1,500 dwellings (Use Class C3), 60-bed care home (Use Class C2), up to 9,000 sqm of employment floorspace (Use Classes B1), local centre of up to 2,350 sqm including up to 900 sqm retail / commercial (Use Classes A1-A5) and 1,450 sqm community / leisure floorspace (Use Classes D1-D2), land for a two-form entry primary school (Use Class D1), public open space, allotments, new sports pitches and associated facilities, drainage, parking and associated access, infrastructure, landscape, ancillary and site preparation works, including demolition of existing buildings and part removal of existing runway hardstanding. This application affects a Public Right of Way. This application is the subject of an Environmental Statement. This application may affect the setting of a Listed Building. This application falls within CIL Zone 1 -	App Cond with S106 30-05-23

Zero Rated.

Relevant planning history noted.

REPRESENTATIONS

Ford Parish Council- No response.

No representations were received from nearby occupiers.

COMMENTS ON REPRESENTATIONS RECEIVED:

None.

CONSULTATIONS

CONSULTATION RESPONSES RECEIVED:

WSCC Highways - Provided standing advice.

COMMENTS ON CONSULTATION RESPONSES:

Comments noted.

POLICY CONTEXT

Built-up Area Boundary.

Area of Special Control (Adverts).

Policy H SP2c Ford (SD8) Strategic Allocation.

Archaeological Notification Area.

DEVELOPMENT PLAN POLICIES

PLANNING POLICY GUIDANCE:

NPPF	National Planning Policy Framework
NPPG	National Planning Practice Guidance

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

There are no other material considerations to be weighed in the balance with the Development Plan.

CONCLUSIONS

PRINCIPLE

Paragraph 141 of the National Planning Policy Framework (NPPF) states that 'advertisement should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts'. 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.

The application seeks advertisement consent for a series of non-illuminated marketing signs and flags associated with the Ford Airfield Strategic Development Site known as Fordham. The signage is intended to assist with wayfinding and promote the residential development being delivered across the wider strategic allocation.

DESIGN AND VISUAL AMENITY

The proposal comprises the installation of 5 no. freestanding stack signs, 10 no. flags associated with Signs 1 and 2, and a further 6 no. flags associated with the remaining signs. The advertisements are non-illuminated and are intended to promote the development to prospective purchasers and visitors.

The site is located within an Area of Special Control for Advertisements, and due regard has been given to this designation in the assessment of the proposal.

Each stack sign would measure approximately 4.5 metres in width and 3 metres in height, with a clearance of approximately 2 metres above ground level. The signs would comprise aluminium panels supported by white aluminium legs. The proposed flags would measure approximately 0.9 metres in width and 2.5 metres in height and would be mounted on poles reaching an overall height of approximately 6m.

Signs 1 and 2, together with 10 flags, would be positioned adjacent to Ford Lane near the site access. Whilst there are residential properties within this part of Ford Lane, it is unlikely that the movement of the proposed flags would create disturbance that would adversely affect the amenity of nearby residents. The signage would be viewed within the context of a development site and associated construction activity. The scale and appearance of the proposed signage, together with the number of accompanying flags, would be typical of a development of this size and nature. The signage would not appear unduly prominent or visually intrusive, either individually or cumulatively.

Sign 3 would be located on Rollaston Park adjacent to the existing Flying Fortress children's play facility and would be accompanied by a flag on either side. The advertisement would face the car park serving the commercial leisure use and would not be situated in close proximity to any residential properties. In this location, the sign would be viewed within an established commercial environment and would not give rise to harm to visual amenity.

Signs 4 and 6 would be positioned along Yapton Road in the vicinity of the former Ford Market entrance and a future access point into the wider development. Each sign would be flanked by a flag on either side. These advertisements would be viewed primarily against the backdrop of the wider development site, open land and the public highway. There are no nearby residential properties that would be affected by their presence. Consequently, the proposed signage would be appropriate in this setting and would not result in negative visual impacts.

Overall, the proposed advertisements would be positioned across a large strategic development site rather than concentrated within a single location. As a result, their cumulative impact would remain limited and would not result in visual clutter or overdevelopment. The signage is of a scale, design and appearance commonly associated with major residential development sites and would be appropriate within both the existing character of the area and its emerging one as a new residential neighbourhood.

The proposed signage would not result in unacceptably adverse harm to visual amenity or the character of the area, in accordance with the NPPF.

PUBLIC SAFETY

In terms of public safety, it has to be considered whether the advertisement 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 proposed advertisements are not illuminated and would therefore not give rise to glare, dazzle or distraction for motorists. As such, they do not introduce any additional public safety concerns. The signs are positioned at an appropriate distance from the public highway and therefore would not result in any harm to public safety.

The proposal does not introduce any safety concerns and is not expected to have a negative impact on public safety.

SUMMARY

In the absence of harm to amenity or public safety in accordance with the NPPF, it is recommended that the application be approved, subject to the conditions set out below.

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

property in accordance with the general interest and the recommendation for approval 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

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**APPROVE CONDITIONALLY**

- 1 The development hereby approved shall be carried out in accordance with the following approved plans:

- The location plan 180654-TOR-NOR-MP-DR-A-SK104 Rev B
- Flag specification
- Flags dwg 7.0
- Stack sign specification
- Sign 1 dwg 1.0
- Sign 2 dwg 2.0
- Sign 3 dwg 3.0
- Sign 4 dwg 4.0
- Sign 6 dwg 6.0

Reason: For the avoidance of doubt and in the interests of amenity and the environment in accordance with the NPPF.

- 2 The advertisement hereby permitted shall be removed on or before the expiration of the period ending on 01-12-2028 or upon completion of the development permitted pursuant to the planning permission(s) dated under Ref. No F/14/24/RES, F/15/24/RES and F/16/24/RES, whichever is the sooner.

Reason: In the interests of the visual amenities of the locality in accordance with Arun Local Plan policy D DM1.

- 3 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 and Country Planning (Control of Advertisements) Regulations 2007.

- 4 No advertisement shall be sited or displayed so as to -

1. Endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
2. Obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
3. 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 and Country Planning (Control of Advertisements) Regulations 2007.

- 5 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 and Country Planning (Control of Advertisements) Regulations 2007.

- 6 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 and Country Planning (Control of Advertisements) Regulations 2007.

- 7 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 and Country Planning (Control of Advertisements) Regulations 2007.