

ADVERTISEMENT CONSENT

REF NO: LU/106/10/A

LOCATION: 1 Beach Road
Littlehampton

PROPOSAL: Replace existing window displays with A1 window poster display units with illumination located behind shop front glazing. Replace existing ATM Tablet over ATM Machine.

SITE AND SURROUNDINGS

DESCRIPTION OF APPLICATION	As above. The proposal involves the installation of a lightbox behind the lower pane of two ground floor windows, one on the north elevation building and one on the west (front). The applicant has confirmed that posters will be placed in front of these lightboxes and displayed on the street and that the posters will change periodically. A replacement illuminated tablet sign is also proposed above an existing ATM machine set within the western elevation. All signs would be internally illuminated.
SITE AREA	Approximately 290 square metres.
RESIDENTIAL DEVELOPMENT DEN	N/A
TOPOGRAPHY	Predominantly flat
TREES	N/A
BOUNDARY TREATMENT	The north and west elevations of the building face directly onto the pavement. There is an approximately 1.5 metre high brick wall on the east, south, and part of the northern boundaries.
SITE CHARACTERISTICS	The site is occupied by a two-storey building which has red/brown brick elevation walls, including red brick quoins, and a tiled, hipped roof. There is an unpainted render entrance porch to the front. An ATM machine has been installed flush with the elevation wall to the front (west). There is various signage on the building including an illuminated fascia sign above the entrance, illuminated projecting signs on the north and west elevations and an illuminated tablet sign above the ATM machine. The building has been identified by the Local Planning Authority as being one of notable character.
CHARACTER OF LOCALITY	The site is located within the primary shopping area of Littlehampton Town Centre. Surrounding buildings are a mixture of two and three storeys and the majority of them

are terraced. These buildings generally house shops or other commercial uses and advertisements, including illuminated examples, are a common feature of the street at ground floor level.

RELEVANT SITE HISTORY

LU/93/03/A	1no. internally illuminated ATM box sign and 1no. internally illuminated projecting sign.	Apprvd/Cond ADV 09-05-2003
LU/407/06/A	New bank signage - illuminated and non-illuminated.	Approve Cond 24-01-2007

REPRESENTATIONS

Representations received:

Littlehampton Town Council

No objection.

Comments on Representations received:

Noted

CONSULTATIONS

WSCC Local Development Divis.

Consultations responses received:

No anticipated highway safety implications.

Comments on Consultation responses:

Noted

POLICY CONTEXT

Designation applicable to site:

Within Built-Up Area

Primary Shopping Frontage

Class A Road

Class C Road

Building of Character

DEVELOPMENT PLAN POLICIES

South East Plan:

Arun District Local Plan:	GEN2	Built-up Area Boundary
	GEN7	The Form of New Development
	GEN22	Buildings or Structures of Character
	GEN33	Light Pollution

PLANNING POLICY GUIDANCE

PPS1	Delivering Sustainable Development
PPG19	Outdoor Advertisement Control

SUPPLEMENTARY POLICY GUIDANCE

XXX4

Supplementary Planning Guidance for Advertisements.

POLICY COMMENTARY

The above policies combine to describe the criteria against which the application will be assessed particularly with regard to visual amenity, aural amenity, public safety, quality of the environment and impact upon the character of the local area.

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

Section 38(6) of the Planning and Compulsory Purchase Act 2004 states:-

"If regard is to be had to the development plan for the purpose of any determination to be made under the planning Acts the determination must be made in accordance with the plan unless material considerations indicate otherwise."

The proposal is considered to comply with relevant Development Plan policies in that it would have no materially adverse effect on the visual amenities of the locality or the residential amenities of the adjoining properties, nor would it have an adverse impact upon the established character of the surrounding area.

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 proposed advertisements would become a visible feature of the street scene, however, it is considered that they will be in keeping with the appearance of the predominantly commercial surrounding area where there are a number of advertisements at ground floor level. Further, the signage would be positioned at ground floor level and would not result in any significant alteration of the appearance of the building itself.

It is not considered that the proposal would be detrimental to amenities of residents as they would be located at ground floor level in a predominantly commercial area where there is only occasional presence of residential accommodation and this is all above ground floor level. Therefore, no residents would suffer unacceptable levels of light pollution.

It is therefore recommended that the application is approved, subject to the following conditions.

RECOMMENDATION

APPROVE CONDITIONALLY

- 1 The development hereby permitted shall be begun before the expiration of 3 years from the date of this permission.

Reason: To comply with Section 91 of the Town and Country Planning Act 1990 (as amended).

- 2 This permission relates to the following approved plans:-

1006_Littlehampton_P-01; 1006_Littlehampton_P-02; 60 2203; 70 2284

Reason: For the avoidance of doubt and in the interests of amenity and the environment in accordance with GEN7 of the Arun District Local Plan.

- 3 The intensity of illumination of the proposed sign shall not exceed 1000 candelas per square metre.

Reason: In the interests of the visual amenities of the locality in accordance with policies GEN7 of the Arun District Local Plan.

- 4 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.

- 5 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.

- 6 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.

- 7 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.

- 8 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.