

ADVERTISEMENT CONSENT REPORT**REF NO:** LU/139/08/A**LOCATION:** Littlehampton Tyre & Exhaust Centre
St Martins Barn
Littlehampton**PROPOSAL:** Application to display 1 no. non-illuminated sign board.**SITE AND SURROUNDINGS**

DESCRIPTION OF APPLICATION	1 no. non-illuminated sign board measuring 7.185m in length by 1.575m in height.
SITE AREA	Approximately 0.16 hectares.
RESIDENTIAL DEVELOPMENT DENSITY (NET)	N/A
TOPOGRAPHY	Predominantly flat
TREES	None affected by the proposed development.
BOUNDARY TREATMENT	Front boundary is directly onto St Martins Car Park, rear boundary has brick and cobble wall approximately 1.8m in height.
SITE CHARACTERISTICS	Single storey garage, tyre and exhaust centre fronting onto St Martins Car Park. The walls have smooth cream rendered walls with roller shutter doors and a corrugated roof.
CHARACTER OF LOCALITY	St Martins car park with public wc's and adjacent to shopping centre, row of terraced properties on east side, Girl Guide headquarters to rear of site.

RELEVANT SITE HISTORY

LU/185/07/A	1 No non-illuminated fascia sign to south elevation and 1 No externally illuminated fascia sign to west elevation	Apprvd/Cond ADV 15-06-2007
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REPRESENTATIONS**Representations received:**

Littlehampton Town Council

No objection.

Comments on Representations received:

None

CONSULTATIONS**Consultations responses received:**

None

Comments on Consultation responses:

None.

POLICY CONTEXT

Within Built Up Area Boundary
Class B Road

DEVELOPMENT PLAN POLICIES

West Sussex Structure Plan:	LOC1	Locational Strategy
	DEV1	High Quality Development
Arun District Local Plan:	GEN2	Built-up Area Boundary
	GEN7	The Form of New Development

PLANNING POLICY GUIDANCE

PPS1	Delivering Sustainable Development
PPG19	Outdoor Advertisement Control
	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

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

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 Littlehampton Tyre and Exhaust Centre has existing signage on the front and west side of the building. The application seeks to erect a non-illuminated sign board to the rear of the building behind the existing wall that will front onto Franciscan Way.

The proposed sign will be approximately 7.185m in length and 1.575m in height and will be supported on posts being visible above the brick wall at a height of approximately 3.8m from ground level.

It is considered that the sign by reason of its size and siting would be unduly prominent in the street scene and it is therefore recommended that the application be refused for the following reason.

RECOMMENDATION

REFUSE

- 1 The proposed sign by reason of its size and siting would be unduly prominent in the street scene and detrimental to the visual amenities of the locality in conflict with policies DEV1 of the West Sussex Structure Plan and GEN7 of the Arun District Local Plan.



