

LU/13/08/A

ADVERTISEMENTS REPORT

DESCRIPTION/ ADDRESS	- 1 no. non-illuminated fascia board. 36 High Street, Littlehampton
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THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	As above. The proposed advert will be positioned on the western elevation of the building.
SITE AREA	N/A
TOPOGRAPHY	Predominantly flat.
TREES	None.
BOUNDARY TREATMENT	The building faces straight onto the pedestrianised area of the High Street.
SITE CHARACTERISTICS	The building is a 3 storey terraced structure with painted smooth render walls and a tiled hipped roof. The ground floor is occupied by a shoe shop which has a fascia sign above its ground floor doorway and windows. The upper floors are used as offices for a solicitor and there is a sign above the ground floor doorway. There is a non illuminated sign at ground floor level on the western elevation of the building advertising the shoe shop.
CHARACTER OF LOCALITY	The site is located on a pedestrianised road within a main retail and commercial area in Littlehampton. There are a number of terraces of buildings of different designs and scales the majority of which are occupied by shops at ground floor level with offices or flats above.

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
LU/406/79/ADV	Fascia with projecting sign.	Approved Conditionally: 05-09-1979

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
Littlehampton Town Council	No objection.
Local Groups	None
Other	None

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
None.	

POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Within Built-up Area Boundary

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POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE	
Buildings or Structures of Character	
Retail Front	

DEVELOPMENT PLAN POLICIES

West Sussex Structure Plan : LOC1, DEV1 Arun District Local Plan: GEN2, GEN7, GEN22, AREA19, SPG – Advertisements,	
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PLANNING POLICY GUIDANCE

PPS1 - Delivering Sustainable Development	
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, aural amenity, public safety, quality of the environment and impact upon the character of the local area.	
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COMMENT ON CONSULTATION RESPONSES

None.	
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COMMENT ON REPRESENTATIONS RECEIVED

None.	
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ASSESSMENT OF PROPOSAL**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.	
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ASSESSMENT OF PROPOSAL**DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND**

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 proposed advertisement is to be positioned on the western elevation of a building defined as being of character by the Buildings or Structures of Character Supplementary Planning Document. This definition as placed upon buildings that, in an unaltered state, are considered to contribute to the character and appearance of the area and are an important feature in their own right.

The Supplementary Planning Guidance for Advertisements states that a having a mixture of signs of sizes and styles on a building will cause visual clutter and should be avoided. It is considered that the proposed advertisement is significantly large and together with the sign at ground floor level causes a cluttered appearance. Further, it is stated that the size, colouring and layout of the advertisement should not detract from the appearance of the building to which it is attached. As the building in question is one defined as being of character this criterion is considered to carry significant weight. It is considered that the proposed advertisement is of a size that is overbearing and will detract from the appearance. In addition the choice of colouring is considered to relate poorly to that of the building.

The proposed advertisement can be classified as an advertisement on a building. It is stated in the Supplementary Planning Guidance for advertisements that advertisements on buildings *"...should be restricted to areas below the fascia level and below the sill of the first floor windows."* The proposed advertisement will be at first floor level and conflict with this statement.

It is therefore recommended that this application is refused for the following reasons.



RECOMMENDATION



TOWN AND COUNTRY PLANNING ACT 1990 THE TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 2007

RECOMMENDATION

Application Ref: LU/13/08/A

1	To Addressee	
2	Site Address 36 High Street Littlehampton	
3	Description of Development 1 no. non-illuminated fascia board	
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RECOMMENDATION

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REASON 1

By reason of its size and position the proposed sign would detract from the appearance of the building on which it is to be displayed adding to clutter and would be prejudicial 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 and SPG - Advertisements.

Head of Planning Services
Arun District Council
The Arun Civic Centre
Maltravers Road
Littlehampton
West Sussex BN17 5LF

Case Officer: Mr J Smith

11th February 2008

IT IS IMPORTANT THAT YOU READ THE NOTES ATTACHED TO THIS DOCUMENT