

Recommendation Report for Consent to Display an Advertisement(s)

REF NO: LU/160/15/A

LOCATION: 52 High Street
Littlehampton

PROPOSAL: 1No. internally suspended illuminated chevron sign, 1No. web & telephone glazing vinyl onto one window to front elevation & 1No. internally suspended illuminated A1 light pocket to front elevation. This application may be determined by Littlehampton Town Council under delegated powers

SITE AND SURROUNDINGS

DESCRIPTION OF APPLICATION

As above. The internally illuminated chevron sign is 0.5m high and 0.6m wide and will be internally suspended above the door, the A1 light pocket will be 0.8m by 0.6m and will be displayed within the existing entrance arch. The proposed website and telephone glazing vinyl will be 0.4m long by 0.15m high and would be displayed on the west of the main entrance 2m above ground level.

SITE AREA

N/A

RESIDENTIAL DEVELOPMENT DENSITY

N/A

TOPOGRAPHY

Predominantly flat.

TREES

None of any significance affected by the proposed development.

BOUNDARY TREATMENT

The pedestrianized High Street marks the front boundary treatment and the building takes up the full width of the plot.

SITE CHARACTERISTICS

The site comprises a three storey building serving as a bank. It has stone elevations at ground floor level and stone/brickwork above. The building has historical character and is particularly noteworthy within the context of the High Street

CHARACTER OF LOCALITY

Predominantly retail/commercial in character, the site is located within a pedestrianized High Street.

RELEVANT SITE HISTORY

LU/34/93/A

One internally illuminated fascia sign and one Apprvd/Cond ADV

internally illuminated projecting box sign.

24-03-1993

LU/236/02/A

Various illuminated signage

Apprvd/Cond ADV

11-10-2002

LU/3/15/A

1 No. internally illuminated fascia sign, 1 No. internally illuminated hanging sign, 1 No. non illuminated vinyl tablet sign & 1 No. non illuminated opening hours sign on front elevation.

ApproveConditionally

20-02-2015

LU/360/70/ADV

Erection of illuminated fascia sign and projecting sign

Apprvd/Cond ADV

30-11-1970

REPRESENTATIONS

Representations received:

None

Comments on Representations received:

None

CONSULTATIONS

Consultations responses received:

None

Comments on Consultation responses:

None.

POLICY CONTEXT

Designation applicable to site:
Within the Built-Up Area Boundary
Building of Special Character
Principal Shopping Area
Primary Retail Frontage

DEVELOPMENT PLAN POLICIES

[Arun District Local Plan 2003:](#) GEN7
GEN33

The Form of New Development
Light Pollution

[Publication Version of the Local Plan \(October 2014\):](#)

D DM1 Aspects of Form and Design
Quality
D SP1 Design
QE DM2 Light Pollution

PLANNING POLICY GUIDANCE

NPPF

National Planning Policy Framework

SUPPLEMENTARY POLICY GUIDANCE

XXX4

Supplementary Planning Guidance for

Advertisements.

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

Para. 67 of the National Planning Policy Framework (NPPF) states that 'advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts'. Para. 3.1 of the Councils adopted Supplementary Planning Guidance for adverts confirms that '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 of an advertisement.

In terms of public safety, it is vital to consider whether the advertisement itself 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 advertising is located solely to the front of the building within an established retail environment of the High Street. There are also other buildings with illuminated lighting nearby most notably Sainsburys on the opposite side of the street to the north-west. This siting coupled with the scale of the adverts will ensure that they do not affect public safety. A condition of the approval will require the applicant to ensure that the adverts are erected and maintained in good order to ensure they do not become a danger to those people visiting the site.

As for the visual impact, this is also considered to be acceptable. The proposals even when considered in relation to the other replacement signage approved under LU/3/15/A do not result in excessive signage within the locality and they are all located within the development site. Only two of the signs will be illuminated. Given their size and the low level of illumination proposed residential amenity of nearby properties would not be unduly harmed.

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

RECOMMENDATION

APPROVE CONDITIONALLY

- 1 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.

- 2 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.

- 3 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.

- 4 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.

- 5 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.

- 6 The intensity of illumination of the advertisements hereby approved shall not exceed 635 candelas/m².

Reason: In the interests of the visual amenities of the locality in accordance with policies GEN7, GEN33 of the Arun District Local Plan.

- 7 The 2 No. illuminated adverts hereby approved shall only be illuminated between the hours of 08.45-16.45 Monday to Friday and 08.45-12.45 on Saturday.

Reason: In the interests of the visual and residential amenities of the locality in accordance with policies GEN7, GEN33 of the Arun District Local Plan.