

ADVERTISEMENT CONSENT REPORT**REF NO:** LU/166/08/A**LOCATION:** 9 East Street
Littlehampton**PROPOSAL:** 1no. internally illuminated fascia sign**SITE AND SURROUNDINGS**

DESCRIPTION OF APPLICATION	As above. The proposed signage will measure approximately 11.2 metres in length by 1.15 metres in width and 0.25 metres in depth. It will be internally lit with an illuminance level of 10 candelas per metre square.
SITE AREA	N/A
RESIDENTIAL DEVELOPMENT DENSITY (NET)	N/A
TOPOGRAPHY	Predominantly flat
TREES	N/A
BOUNDARY TREATMENT	The shop front faces directly onto the pavement.
SITE CHARACTERISTICS	The site is occupied by a two storey building which has a tiled roof with one end being hipped and the other having a gable ending. The elevations are finished with painted timber cladding. The building is occupied a fish and chip takeaway at ground floor level although this is currently closed while internal modifications are being made. The first floor is used for residential accommodation. The ground floor shop fronts project further outwards onto the street than the two storey section. There are metal shutters attached to the shopfront. There is an attached single storey building on the northern elevation which is used as a separate shop.
CHARACTER OF LOCALITY	The site is located on a town centre street which is characterised by commercial buildings, predominantly used as takeaways and public houses. There is also a bank and estate agents nearby. There is a purpose built supermarket building to the immediate north. The majority of buildings in the area are mature two storey structures of various designs. The shop buildings all feature signage above the ground floor windows, much of which is illuminated.

RELEVANT SITE HISTORY

LU/4/03/	Metal shutters to three windows and two doors	Approve Cond 16-04-2003
LU/177/61/ADV	Illuminated projecting sign	Refused 09-02-1961
LU/246/70/ADV	Erection of illuminated sign	Apprvd/Cond ADV 08-09-1970

An illuminated fascia sign at the site, of a similar size and positioning to the proposed sign, was granted consent as application LU/246/70/ADV.

REPRESENTATIONS

Representations received:

Littlehampton Town Council

No objection.

Comments on Representations received:

Noted.

CONSULTATIONS

Conservation Officer

Head of Highways and Transport

Consultations responses received:

Awaited.

Comments on Consultation responses:

None.

POLICY CONTEXT

Designation applicable to site:

Within Built-Up Area

Class A Road

Abutts Conservation Area

Flood Zone 2

Within Principal Shopping Area

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
	GEN33	Light Pollution
	AREA19	Primary Shopping Frontages

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 proposed internally illuminated fascia sign will be positioned on the principal elevation of the building facing towards the public highway and therefore will be a clearly visible feature of the street scene. It is noted that there are a number of shops and other public houses nearby with various forms of fascia signage, a good proportion of which is illuminated either internally or externally. A particular example of a lightbox sign similar to the proposal are the various internally illuminated signs on the adjacent Somerfield building. Owing to its positioning within a principal shopping area where there are a number of similar signs surrounding, it is not considered that the proposal will lead to an adverse impact on the character and appearance of the surrounding area.

The site history shows that an illuminated sign of a similar size and positioning to that proposed was given approval in the past and the building has been used as a fish and chip takeaway for a number of years. It is considered that the sign is of a size that will not cause it to appear overbearing towards the existing building and its positioning above the ground floor windows complements the other buildings around it which have similar signs. The sign will be illuminated

internally, however it is considered not to produce a level of light that would lead to a loss of amenities towards neighbouring residents. The sign will be at ground floor level whilst nearby accommodation is confined to first floor level and above and as such the light will not shine directly towards any windows and openings used in residential accommodation.

The site of the proposal abutts the East Street conservation area, however it will not face directly towards it nor will it be of a scale and positioning that will have an adverse affect on the setting of the conservation area.

It is therefore recommended that Advertisement Consent should be granted, subject to the conditions set out overleaf.

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.