

ADVERTISEMENT CONSENT

REF NO: LU/16/11/A

LOCATION: The Ticket Office
The Promenade
Littlehampton

PROPOSAL: 1No. Non-illuminated fascia sign, 1No. flag and 2No. wall mounted board signs.

SITE AND SURROUNDINGS

DESCRIPTION OF APPLICATION	As above. The 1No. wall mounted advertising board, Advert 1, would measure 1.6m in width x 1.1m in height and the 2No. wall mounted advertising board, Adverts 2, would measure 1.1m in width x 1.1m in height. The proposed flag pole would be 4.4m in height with the flag measuring 500mm in height x 1m in width. All measurements are approximate.
SITE AREA	N/A
RESIDENTIAL DEVELOPMENT DEN	N/A
TOPOGRAPHY	Predominantly flat
TREES	None affected by the proposed development.
BOUNDARY TREATMENT	Metal railings along river bank, approximately 1.4m in height. Site is open to the promenade.
SITE CHARACTERISTICS	Unused concession building, flat roof timber structure. Existing flag pole to south elevation, windows and openings to the building are boarded up.
CHARACTER OF LOCALITY	Sited at the end of the promenade, abutting the river Arun. Lighthouse, pier and public shelter with close proximity. Various building which include Harbour Park attractions, the Coastguard Tower and other concessions to the east of the site. Advertisements noted within the nearby Harbour Park complex and concessions within close proximity. Various public information boards along the promenade.

RELEVANT SITE HISTORY

None

REPRESENTATIONS

Representations received:
Littlehampton Town Council
No objection

Comments on Representations received:

Noted

CONSULTATIONS

WSSC Local Development Divis.
Property Services Manager
Conservation Officer
Environmental Health

Consultations responses received:

Environmental Health:
No comment

County Highways:

No objection to the proposal.

Comments on Consultation responses:

Comments noted

POLICY CONTEXT

Designation applicable to site:
Outside the built-up area boundary
Abuts the River Arun

DEVELOPMENT PLAN POLICIES

Arun District Local Plan:	GEN3	Protection of the Countryside
	GEN7	The Form of New Development

PLANNING POLICY GUIDANCE

PPS1	Delivering Sustainable Development
PPG19	Outdoor Advertisement Control

SUPPLEMENTARY POLICY GUIDANCE

XXX4	Supplementary Planning Guidance for Advertisements.
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POLICY COMMENTARY

ADVERT

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

ADVERTISEMENTS

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

PRINCIPLE

The proposed application seeks permission for Advertisement Consent for 3No. non illuminated wall mounted advertisement signs together with a flag advertisement. There are various types of advertising and information boards within the locality, notable on the concessions along the promenade and Harbour Park buildings to the east of the site. The building to which this application relates is currently unused and was previously used for a concession.

CHARACTER

The building is sited within a coastal location with various attractions within the locality, therefore the introduction of the proposed signage which is to be mounted upon the existing building is not considered to obtrusive within the locality. Given the principle of an existing flag pole on the building and others of greater scale within close proximity, it is also considered to be acceptable in amenity terms.

SUMMARY

The proposed sign would be fixed to the existing building and given their scale are not considered to appear obtrusive within this coastal location. The existing use of the building is for a concession therefore an advertisement of this design and scale is considered to be acceptable.

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

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.