

ADVERTISEMENT CONSENT

REF NO: LU/175/10/A

LOCATION: 32-34 Fitzalan Road /
14-16 Church Street
Littlehampton

PROPOSAL: 4 sign boards with flags & 1 hoarding with signage (non-illuminated)

SITE AND SURROUNDINGS

DESCRIPTION OF APPLICATION	As above. The proposed advertising consists of a series of 2.44 metre high panels to be used as hoarding on the north and west boundaries of the site (facing Church Street and Fitzalan Road respectively). In addition there will be 6 metre high V-shaped panel sign, with 4 flag poles, on each of the aforementioned boundaries.
SITE AREA	Approximately 0.56 hectares.
RESIDENTIAL DEVELOPMENT DEN	N/A
TOPOGRAPHY	Predominantly flat
TREES	None of any significance affected by the proposed development.
BOUNDARY TREATMENT	The site boundaries are currently surrounded by temporary metal mesh fencing which is approximately 2.5 metres high.
SITE CHARACTERISTICS	The site is currently under development. The dwellings previously occupying the site have been demolished and the rubble largely cleared.
CHARACTER OF LOCALITY	The site is located on a corner between two Class C roads which are characterised by a mixture of residential and community buildings of various designs and scales. The majority of the buildings are set back from the road and have either walls, fencing and/or hedging on the front boundaries.

RELEVANT SITE HISTORY

LU/153/08/	Application for the redevelopment of the site to form 60 "extra care" frail elderly apartments for the elderly plus ancillary communal facilities, associated car parking & landscaping.	Refused 16-09-2008 Appeal: Allowed+Conditions 02 03 2009
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REPRESENTATIONS

Representations received:

Awaited.

2 letters of objection: The hoardings are oversized and out of keeping with the location. Adverts would be garish and flags are 'over the top.' Would distract drivers.

Comments on Representations received:

Noted. The hoardings are considered to be of a size that is standard for building sites. The adverts are considered to be visually prominent but not to the extent that they would present a distraction to drivers. This has been confirmed following consultation with County Highways.

CONSULTATIONS

WSCC Local Development Divis.

Consultations responses received:

It does not appear that any of the proposed advertising boards are to be located within the publicly maintainable highway. It also does not appear that the advertising hoarding will reduce pedestrian visibility at the access to Fitzalan House adjacent to the site.

No anticipated highway safety implications.

Comments on Consultation responses:

Comments noted

POLICY CONTEXT

Designation applicable to site:
Within Built-Up Area
Class C Road

DEVELOPMENT PLAN POLICIES

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 POLICY GUIDANCE

XXX4	Supplementary Planning Guidance for Advertisements.
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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 advertisements would appear prominent in the street scene. It is noted that the hoarding itself would not require planning permission as it would be classed as Permitted Development under The Town and Country Planning (General Permitted Development) Order 1995 Part 4 Class A for the duration of construction.

Although there are no similar features in the immediate surrounding area, it is considered that the advertisements would be an acceptable presence for the duration of the building works. It is considered that the amount of advertising is acceptable for a plot of this size and that its uniformity would prevent a cluttered appearance. On completion of building works, the advertisements should be removed to ensure the established residential character and appearance is maintained in the long term.

The proximity of the advertisements to Class C roads is noted and County Highways have been consulted on the application. No road or pedestrian safety concerns have been identified.

The proposed advertisements are positioned forward of adjacent dwellings and a sufficient distance from them to prevent any unacceptable overshadowing or overbearing impact from arising.

It is therefore recommended that Advertisement Consent be granted, 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 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.

- 3 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.

- 4 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.

- 5 The advertisement hoardings, sign boards and flags hereby permitted shall be removed within 18 months of the date of permission or upon the sale of the last unit whichever is sooner.

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