

Recommendation Report for Consent to Display an Advertisement(s)

REF NO: LU/183/25/A

LOCATION: 43 High Street
Littlehampton
BN17 5EJ

PROPOSAL: Various non illuminated advertisements on front and side elevations to include new ATM machine on front elevation.

SITE AND SURROUNDINGS

DESCRIPTION OF APPLICATION	As above.
SITE CHARACTERISTICS	The site is a three storey property, with commercial/retail use on the ground floor, and residential accommodation on the first and second floors. The proposed is at the end of a terrace of properties, close to the corner of Duke Street and High Street.
CHARACTER OF LOCALITY	The site is located within the town centre on the main shopping street.

RELEVANT SITE HISTORY

LU/182/25/PL	Fit-out of property to accommodate a community Banking Hub branch to include the replacement of entrance door, shopfront windows, stall risers and side window to accommodate double glazing, a new vinyl wrapped composite ACM panel will be fixed to the frontage fascia in RAL 7021 black / grey for placement of new advertisement signage fascia and an ATM will be integrated into the right-hand window, on the side elevation within the external courtyard, one aperture will be filled in, two new openings will be created in the external wall to accommodate louvres and the replacement of existing condenser unit located on the flat roof. This application is in CIL Zone 4 (Zero Rated) as other development.
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Planning history noted.

REPRESENTATIONS

Littlehampton Town Council - Support. Welcomed the addition of this much needed facility and the services it would bring, as well as the investment in the High Street. It was considered that this development would contribute positively to the revitalisation of the area aligning with the goals set out in

the Town Council's Town Centre Strategy and Action Plan.

No representations were received from nearby occupiers.

COMMENTS ON REPRESENTATIONS RECEIVED:

Comments noted.

CONSULTATIONS

CONSULTATION RESPONSES RECEIVED:

Conservation Officer - No objection.

- There are several locally listed buildings on the High Street.
- 43 High Street is believed to date from around 1900. The building has undergone several alterations, particularly at ground floor level, where the existing shop front is not reflective of the building's original design or age. At best, the current shop front has a neutral impact on the building's overall appearance.
- The upper floors retain greater architectural and historic interest, notably the canted bay with sash windows, which contributes positively to the building's significance.
- The proposed alterations are limited to the ground floor and do not affect the more significant elements of the building.
- The design and materials are considered appropriate to the urban context and are of a scale and form that will not detract from the setting or significance of adjacent Locally Listed Buildings.

Environmental Health - Holding objection.

- The application does not give enough information to be able to assess the noise impact of the proposed air conditioning unit on nearby residential properties.
- The only information is a data sheet with several different units and plans are not clear exactly when the unit(s) will be placed.
- It is recommended that proposed noise should be assessed before consent is granted, however if consent were to be granted a condition should be added requiring an acoustic assessment to be submitted prior to the installation of the condenser.

COMMENTS ON CONSULTATION RESPONSES:

Comments noted. This application relates solely to the advertisements, and so the Environmental Health comments in relation to the condenser are not considered under this consent, but are considered in the planning application which accompanies it.

POLICY CONTEXT

Designation applicable to site:
 Economic Growth Area
 Town Centre Retail Boundary
 Article 4
 Built Up Area Boundary

DEVELOPMENT PLAN POLICIES

[Arun Local Plan 2011 - 2031:](#)

DDM1 D DM1 Aspects of form and design quality
 HERDM2 HER DM2 Locally Listed Buildings or Structures of

Character

PLANNING POLICY GUIDANCE:

NPPF	National Planning Policy Framework
NPPG	National Planning Practice Guidance

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

There are no other material considerations to be weighed in the balance with the Development Plan.

CONCLUSIONS**PRINCIPLE**

Paragraph 141 of the National Planning Policy Framework (NPPF) states that 'advertisement should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts'. 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.

DESIGN AND VISUAL AMENITY

The application proposes a new fascia sign to the front of the building, and various signs and either within the shop window or fixed to the glass. There is also a projecting sign proposed which measures approx. 0.6m by 0.35m. The site is in a town centre location, where there are various advertisements present on shop fronts, and several projecting signs. The advertisements replace existing advertisements, and there have been a variety of advertisements displayed on the premises in the past.

The proposed advertisements would be non-illuminated, and would not be out of keeping with the surrounding area.

The site is within close proximity of locally listed buildings at Nos. 39, 44, 50 and 52. The signage replaces existing advertisements, and is appropriate for its context. The advertisements would not harm the setting of the non-designated heritage assets in accordance with ALP policy HER DM2 and the NPPF.

The adverts do not harm the character or visual amenity of the area in accordance with Arun Local Plan policy D DM1.

PUBLIC SAFETY

In terms of public safety, it has to be considered whether the advertisement 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 signs are located on a pedestrianised street in a town centre location with various other examples of advertisements. The advertisements would be non-illuminated and would not negatively impact public safety.

SUMMARY

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

HUMAN RIGHTS ACT

The Council in making a decision should be aware of and take into account any implications that may arise from the Human Rights Act 1998. Under the Act, it is unlawful for a public authority such as Arun District Council to act in a manner, which is incompatible with the European Convention on Human Rights.

Consideration has been specifically given to Article 8 (right to respect private and family life) and Article 1 of the First Protocol (protection of property). It is not considered that the recommendation for approval of the grant of permission in this case interferes unreasonably with any local residents' right to respect for their private and family life and home, except insofar as it is necessary to protect the rights and freedoms of others (in this case, the rights of the applicant). The Council is also permitted to control the use of property in accordance with the general interest and the recommendation for approval is considered to be a proportionate response to the submitted application based on the considerations set out in this report.

DUTY UNDER THE EQUALITIES ACT 2010

In assessing this proposal the following impacts have been identified upon those people with the following protected characteristics (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation).

The proposal would have a neutral impact on the protected characteristics.

RECOMMENDATION

APPROVE CONDITIONALLY

- 1 The development hereby approved shall be carried out in accordance with the following approved plans:

- Location Plan 110101 REVP01
- Site Block Plan 110100 REVP01
- Proposed GA Layout 110104 REVP01
- Proposed Elevations 110105 REVP01

Reason: For the avoidance of doubt and in the interests of amenity and the environment in accordance with Arun Local Plan policy D DM1.

- 2 No advertisement shall be sited or displayed so as to-
1. Endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 2. Obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 3. 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 and 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 and Country Planning (Control of Advertisements) Regulations 2007.