

ADVERTISEMENT CONSENT

REF NO: LU/26/10/A

LOCATION: 19-23 Surrey Street
Littlehampton

PROPOSAL: 1 no. internally illuminated fascia sign (new letters only) and 1 no. externally illuminated hanging sign

SITE AND SURROUNDINGS

DESCRIPTION OF APPLICATION

The proposed fascia sign would measure approximately 3.2 metres in length by 0.7 metre in height and 0.1 metres in thickness. The proposed hanging sign would project approximately 1.2 metres over the pavement, with the base being approximately 3.4 metres above ground. The sign itself would measure approximately 1 metre in length by 0.5 metres in height and 0.1 metres in thickness. Each sign would be lit at an intensity of 250 cd/m.

SITE AREA

RESIDENTIAL DEVELOPMENT DEN N/A

TOPOGRAPHY Predominantly flat.

TREES None of any significance affected by the proposed development.

BOUNDARY TREATMENT The front of the site is open. The elevation walls of the exiting building in neighbouring buildings mark most of the boundaries of the site although there is a yard area to the side/rear that is bordered by an approximately 3 metre high brick wall.

SITE CHARACTERISTICS The site is occupied by a two storey flat roof building which has red brick walls and yellow brick quoins. A single storey section containing the shopfront extends from the front of the building. There is currently hoarding around the front of the site and the shopfront has been largely removed with metal trusses supporting the roof overhead.

CHARACTER OF LOCALITY The site is located on a main road which is characterised by a mixture of small and larger shops as well as a number of public houses and restaurants. Sainsbury's supermarket is nearby to the north. The projecting shopfront makes the building subject of this application one of the more prominent features on the street.

RELEVANT SITE HISTORY

LU/24/87/A	Consent to display one fascia and pilaster refurbishment with illuminated lettering	Apprvd/Cond ADV 02-03-1987
LU/90/97	New shopfront	Approve Cond 23-05-1997
LU/17/10/	New shop front incorporating new customer entrance, grey render stall riser and pilasters and red punched and glazed roller shutter	Approve Cond 24-03-2010

REPRESENTATIONS

Representations received:

Littlehampton Town Council

Parish Council representation: The Town Council raised no objection to this application, but the Town Council strongly believes that all illuminated signs should be switched off during the hours when they are not needed, ie. the small hours of the night. This does not preclude the use of illuminated signs, just their hours of use. This applies to all applications relating to illuminated signage.

Other representations: None

Comments on Representations received:

Noted. Illuminated signage was previously positioned to the front of the store, approved under planning application LU/74/87/A, no conditions regarding hours of use were attached. Further, illuminated signage at the George Inn, which is roughly opposite the site at 14 Surrey Street was recently approved as LU/124/08/A, again with no time restrictions attached to use. Given the lack of restrictions regarding hours of use attached to the previous signage at the site, as well as the lack of the restrictions to hours of illumination of nearby signage, it is considered that it would not be reasonable to attach a condition restricting hours of illumination to any given approval.

CONSULTATIONS

WSCC Local Development Divis.

Consultations responses received:

The proposal is for 1x fascia sign and 1x hanging sign for a retail unit. From an inspection of the plans alone, it does not appear that these signs are in a location where they could obstruct the highway. Furthermore the luminance levels for both signs are within standards.

Before the commencement of any operation, the applicant is advised to contact West Sussex County Council (Tel no: 01243 642105) to obtain a Section 177 Licence under the Highways Act 1980 to cover any structure that overhangs the highway.

Comments on Consultation responses:

Comments noted. An informative will be attached to any given approval to make the applicant aware of the requirements for a licence.

POLICY CONTEXT

Designation applicable to site:
Within Built-Up Area
Primary Shopping Frontage

DEVELOPMENT PLAN POLICIES

South East Plan:

Arun District Local Plan:	GEN2	Built-up Area Boundary
	GEN7	The Form of New Development
	GEN22	Buildings or Structures of Character
	AREA19	Primary Shopping Frontages

PLANNING POLICY GUIDANCE

PPS1	Delivering Sustainable Development
PPS23	Planning and Pollution Control
PPG19	Outdoor Advertisement Control

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

PRINCIPLE:

GEN7 of the Arun District Local Plan states that applications for advertisement consent should be assessed against the criteria in the Supplementary Planning Guidance 'Advertisements'. This guidance states that illuminated advertisements have an increased potential to distract, they can be detrimental to the amenity of an area and intrusive to any adjoining residential areas or properties. The application will therefore be judged on visual and residential amenities.

CHARACTER:

The proposed signage would be positioned on the existing fascia to the front of the building which is currently being refitted. The unit was previously occupied by a branch of Woolworths which featured illuminated fascia and projecting signs. The site is located in an area which is characterised by ground floor level shops, pubs and restaurants and it is considered the proposed signage would be in keeping with the surrounding area.

AMENITY:

It is considered that the proposal would not have an adverse impact on residential amenities. Although the proposed advertisements would be illuminated would be located in a well lit area and would be illuminated at an intensity that would be acceptable in such an area. Further, due to the predominantly commercial nature of the area there are no residential dwellings within a close proximity of the site that would be subject to unacceptable levels of light pollution.

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

RECOMMENDATION

APPROVE CONDITIONALLY

- 1 The development hereby permitted shall be begun before the expiration of 3 years from the date of this permission.

Reason: To comply with Section 91 of the Town and Country Planning Act 1990 (as amended).

- 2 This permission relates to the following approved plan:-
81786 1/1; 2539/1/A; 2539/2/B.1

Reason: For the avoidance of doubt and in the interests of amenity and the environment in accordance with GEN7 of the Arun District Local Plan.

- 3 The intensity of illumination of the proposed sign shall not exceed 30 candelas per square metre.

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

- 4 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.

- 5 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.

- 6 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.

- 7 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.

- 8 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.