ADVERTISEMENT CONSENT

REF NO: **LU/282/09/A**

LOCATION: East Beach Cafe
The Promenade
Sea Road Littlehampton

PROPOSAL: 1no. externally illuminated pole mounted sign adjoining restaurant. Re-submission follwing LU/182/09/A

SITE AND SURROUNDINGS

DESCRIPTION OF APPLICATION	As above
SITE AREA	N/A
RESIDENTIAL DEVELOPMENT DEN	N/A
TOPOGRAPHY	Promenade is predominantly flat.
TREES	None.
BOUNDARY TREATMENT	None.
SITE CHARACTERISTICS	Site is located to the east of East Beach Cafe, on an existing post on the tight bend in the road amongst other street signage.
CHARACTER OF LOCALITY	Littlehampton sea front promenade. Abutting Sea Road highway on tight bend in road. Adjacent to public car park to the north west of the proposal. Residential properties in South Terrace to the north some 140m from the site. Many different types and styles of highway and information signs within close proximity of the proposal together with a flag pole on promenade.

RELEVANT SITE HISTORY

LU/182/09/A	1 No internally illuminated pole mounted sign & 1 No. internally illuminated window graphic sign	Part Apprv/Ref 04-09-2009

REPRESENTATIONS

Representations received:
Littlehampton Town Council
No objections.
Comments on Representations received:
Noted.

CONSULTATIONS

WSCC Local Development Divis.

Consultations responses received:

County Highways: No objection. The sign is not proposed in land under the ownership of WSCC and although illuminated it does not appear that this sign is in a location where it could obstruct the highway or interfere with any existing highway signage.

Comments on Consultation responses:

Noted.

POLICY CONTEXT

Designation applicable to site:
Within Built-up Area Boundary.

DEVELOPMENT PLAN POLICIES

South East Plan:

Arun District Local Plan:	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.

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

This application follows on from the previous advertisement application, LU/182/09/A for 1 no. internally illuminated pole mounted sign & 1 no. internally illuminated window graphic sign which was part refused and part granted consent. The refused sign was the internally illuminated pole mounted sign to the east of the cafe.

That sign was also located to the east of the cafe in close proximity to the sign proposed on this current application.

The current application proposes to utilize an existing pole on the pavement which appears to be a former metal street light, and attach a smaller sign than previously refused and have a down spot light.

The area of pavement together with the immediate area around the proposed sign houses many traffic signs and other street furniture i.e. the entrance to the public car park; next to 4 concrete bollards; yellow & black stripe barrier to promenade; 2 no. concrete utility pumped sewer signs; 2 black/white chevron traffic signs; further 16 concrete bollards; street name; street light; information sign post; yellow/green metal piers to gates of car park; traffic direction 'p' sign; more black/white chevron traffic sign; flag pole; central street light on promenade with information boards; telephone pointer; 'clean it up no dogs' sign; 'alcohol restriction area' sign.

The erection of a further advertisement sign within all this street paraphernalia is considered to add to the already cluttered appearance of the street scene, and would be an unwelcome addition of a sign.

Further, an additional sign is not considered necessary to advertise the east beach cafe, which is a unique, stand alone metal sculptural building, readily visible from many public areas/viewpoints and from the public highway. Indeed, because of its unique design and position, the care is considered to be its own advertisement.

It is therefore recommended that the externally illuminated pole mounted sign is refused consent for the following reason:-

RECOMMENDATION

REFUSE

1 The advertisement by reason of its siting, height, and illumination within the existing concentration of street signage and paraphernalia, represents additional clutter, inappropriate to its surroundings and is considered unnecessary due to the close

proximity of the highly visible and distinctive restaurant 'East Beach Cafe'. The advertisement is thereby contrary to policy GEN7 together with Supplementary Planning Guidance 'Advertisements' of the Arun District Local Plan and PPG19 'Outdoor Advertisement Control.'