Appeal Decision

Site visit made on 21 September 2010

by S J Emerson BSc DipTP MRTPI

an Inspector appointed by the Secretary of State for Communities and Local Government

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Decision date:
27 September 2010

Appeal Ref: APP/C3810/H/10/2122293
East Beach Cafe, The Promenade, Sea Road, Littlehampton BN17 5GB.

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
- The appeal is made by Brownfield Catering Ltd against the decision of Arun District Council.
- The application Ref LU/282/09/A, dated 14 October 2009, was refused by notice dated 11 December 2009.
- The advertisement proposed is an external steel sign made of a single sheet of mild steel 900mm high x 700mm wide (and 8mm thick) fixed to a painted pole 2.25m above ground level and lit by a single low voltage spotlight. Illumination will be static. Lettering in white 200mm high.

Procedural Matter

1. During the consideration of the application by the Council, a revised plan was submitted (by letter dated 20 November 2009) which showed a new position for the sign, described as *being moved a few feet to the east* from that shown on the plan at submission. I have considered the application as amended.

Decision

2. I allow the appeal, and grant consent for the display of the advertisement applied for as amended by the plan submitted by letter dated 20 November 2009. The consent is for 5 years from the date of this decision and is subject to the five standard conditions set out in the Regulations.

Main issue

3. The main issue is the effect of the sign on the visual amenity of the area.

Reasons

4. The East Beach Cafe is an isolated modern building on the promenade. The building has an unusual, sculptured appearance. To the north is a large car park. To the east, Sea Road runs parallel to the promenade, but turns sharply inland just before the cafe and car park. The entrance to the car park is on this sharp bend. The proposed pole mounted sign would be on the back edge of the promenade alongside the entrance to the car park and would be visible to drivers approaching along Sea Road in either direction. The cafe has an illuminated sign inside a window at the opposite end of the building from the car park entrance. This sign is not readily visible from Sea Road in the vicinity of the car park entrance.

5. There is a clutter of street furniture around the entrance to the car park consisting of various barriers and bollards, highway signs, and local authority public information signs. The proposed sign is simple in design and of modest size. Its height on the pole would not be dissimilar to existing signs and street furniture. Whilst the sign would add an additional modest element to the existing visual clutter, I consider that it would make no material difference to the overall appearance and visual quality of the area. Given the existing degree of illumination from street lights along the road and promenade, the proposed illumination would not be out of place. I consider that the proposed sign would not harm the visual amenity of the area. There is no conflict with the aims of policy GEN7 of the Arun District Local Plan 2003.

6. Given the acceptability of the sign, I consider that no conditions are necessary other than the standard conditions imposed by the Regulations.

7. The appellant has suggested in its final comments on the appeal that the proposed sign may benefit from deemed consent under the Regulations. It is not obvious to me that this is the case, given that the sign is not on the business premises to which it relates. But I do not have the Council's views on the matter and it is not necessary in determining this appeal to explore this question further.

Simon Emerson

INSPECTOR

ARUN DISTRICT COUNCIL LU/282/09/A