

Recommendation Report for Consent to Display an Advertisement(s)

REF NO: LU/287/20/A

LOCATION: Casino Amusements
50 High Street
Littlehampton
BN17 5ED

PROPOSAL: Retention of 2 No. internally illuminated fascia boards.

SITE AND SURROUNDINGS

DESCRIPTION OF APPLICATION	The proposal relates to 2 fascia signs though only one is mentioned on the application form which refers to Height: 1.2 x Width: 7.9 x Depth: 0.19 metre(s) with letters 60 cm high, statically internally illuminated. The other sign is on the side elevation of the projecting frontage.
TOPOGRAPHY	Predominantly flat.
SITE CHARACTERISTICS	A high street retail store with an office/ storage area and residential apartment above.
CHARACTER OF LOCALITY	High street shopping location fronting onto the pedestrianised area of Littlehampton Town Centre with a retail servicing area and a variety of commercial uses to the rear of the property.

REPRESENTATIONS

Littlehampton Town Council - Objection

The signage is out of keeping for a prominent building in the High Street that is also listed as a building of special character.

COMMENTS ON REPRESENTATIONS RECEIVED:

None

CONSULTATION RESPONSES RECEIVED:

None

COMMENTS ON CONSULTATION RESPONSES:

None.

POLICY CONTEXT

Designation applicable to site:
Within built up area boundary
Building of Special Character

DEVELOPMENT PLAN POLICIES

PLANNING POLICY GUIDANCE:

NPPF	National Planning Policy Framework
NPPG	National Planning Practice Guidance

SUPPLEMENTARY POLICY GUIDANCE:

SPD5	Advertisements
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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 be weighed in the balance with the Development Plan.

CONCLUSIONS

PRINCIPLE

Paragraph 67 of the National Planning Policy Framework (NPPF) states that:

"Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking

account of cumulative impacts."

As the NPPF makes clear, 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 of an advertisement.

VISUAL AMENITY

The application property is a Building of Character adjacent to another Building of Character. The fascia advert's modern style are not considered acceptable on a historic building. They stand out obtrusively in the area and the illumination further enhances their inappropriate nature in this location. The previous signage although similarly located had smaller lettering and did not visually dominate the shop front or the appearance of the building and area generally. The signs now adversely affect the character of the area and are poorly designed.

The signs owing to their design, appearance, illumination and materials are considered to be damaging to the appearance of the area and Buildings of Character. The advertisements are in conflict with Paragraph 132 of the NPPF and the Council's Supplementary Planning Guidance: Advertisements.

PUBLIC SAFETY

The proposed advertisements are not considered to pose a risk to public safety.

SUMMARY

It is recommended that permission is refused for the proposed advertisements for the reason below.

RECOMMENDATION

REFUSE

- 1 The advertisements, owing to their design, appearance, illumination and materials are considered to be damaging the appearance of the Buildings of Character and overall visual amenities of the locality in conflict with Paragraph 132 of the NPPF and Arun District Council's Supplementary Planning Guidance.