

Our Ref: WOL 3573
Your ref: ENF/415/10

10th September 2010

F.A.O Kelly Godden
Planning and Building Control
Arun District Council
Arun Civic Centre
Maltravers Road
Littlehampton
West Sussex
BN17 5LF

Dear Ms Godden,

**TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENT) REGULATIONS
2007**

**APPLICATION FOR ADVERTISEMENT CONSENT: PROPOSED DISPLAY OF
INFLATABLE ADVERTISEMENT AT THE BUILD CENTRE, BLOCK A, ARNDALE ROAD,
LITTLEHAMPTON**

Alliance Planning has been instructed by Wolseley UK Ltd (the Applicant) to submit an application seeking advertisement consent for the proposed display of an inflatable advertisement at the Build Centre, Block A, Arndale Road, Littlehampton.

The following documents that together with this letter comprise an application for advertisement consent:

- Advertisement Consent Application Form;
- Site Location Plan at 1:250;
- Completed Validation Checklist;
- Photograph of the Advertisement;
- Image of Artwork Area with dimensions;
- Image of Size and Design with dimensions;
- Image of Build Centre Balloon;
- Copy of Permission from Civil Aviation Authority; and
- Cheque for the application fee totally £95.00.

Background

An advertisement balloon has previously been displayed at the Build Centre at Arndale Road and Arun District Council, in their letter dated 10th August 2010, has informed our Client that the advert required express consent from the authority for its display.

The Council's letter stated that the existing balloon was in breach of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 as it had been displayed more than 10 times. As such, the Council has invited our Client to submit a formal application, with all necessary supporting documents by 10th September 2010. Therefore, this application is being submitted to regularise the display of the advertisement balloon at the Site in line with the Council's letter dated 10th August 2010 and the specified deadline.



Site and Surroundings

The Application Site (the Site) is shown on the Site Location Plan and falls within an area of existing industrial uses. It is not allocated in the Local Plan and does not fall within a Conservation Area, the curtilage of a Listed Building or an Area of Special Advertisement Control. The Site is currently occupied by the Applicant and is trading as a Build Centre. The existing railway line is located along the western boundary of the Site, with industrial uses located to the north, south and east, with residential beyond. The nearest residential properties are located on Clun Road to the east, approximately 0.25 kilometres from the Site.

Proposed Advertising

The proposed advertisement is for an inflatable balloon comprising a 'blimp' which is 6 m long x 2.5 m diameter. It comprises a white hull with red fins with the Applicant's branded logo for the Build Centre projected on two sides. The artwork comprises the wording 'Build Centre' in red capital lettering and telephone contact details in black lettering. The area for the projections of the artwork onto the balloon is 3.8m by 1.8m. A photograph of the blimp is submitted with this application, along with details from the manufacturer, ABC Inflatables, showing the artwork area and size and design of the balloon.

The balloon would be flown from within the premises of the Build Centre at a height of 61.5m. The Applicant has obtained permission from the Civil Aviation Authority to fly the balloon. This permission is valid until December 2010 and a copy is enclosed for your information. The advertisement will not be illuminated.

Policy Considerations

Planning Policy Guidance Note 19: Outdoor Advertisement Control

PPG 19 sets out the key considerations for 'amenity' and 'public safety'. Paragraph 11 outlines that in assessing advertisement impact on 'amenity', Local Planning Authorities (LPA) *'should have regard to the effect the advert will have on the appearance of the building or on visual amenity in the immediate neighbourhood where it to be displayed'* (Paragraph 11). The paragraph goes on to outline that the relevant considerations in terms of amenity are the *'local characterises of the neighbourhood which include scenic, historic, architectural or cultural features which 'contribute to the distinctive character of the locality'.*

The 'public safety' considerations are set out in Paragraph 15 and states that LPAs are *'expected to have regard to its effect upon the safe use and operation of any form of traffic transport on land (including safety of pedestrians), on or over water, or in the air. LPAs will therefore consider such matters as the likely behaviour of drivers of vehicles who will see the advertisement; possible confusion with any traffic sign or other signal or possible interference with a navigational light or aerial beacon'.* The Paragraph also goes onto highlight that the vital consideration *'is whether the advertisement itself, or the exact location proposed for its display, is likely to be so distracting, or confusing, that it creates a hazard to, or endangers, people in the vicinity...'*

Supplementary Planning Guidance (SPG) on Advertisement (Adopted 2002)

The Council's Supplementary Planning Guidance (SPG) on Advertisement (Adopted 2002) is a material consideration in the determination of applications for advertisement consent as there are no specific policies within the Local Plan which relate to advertisement control. The SPG reinforces the guidance set out in Paragraphs 11 and 15 of PPG 19 and reinforces the

display of outdoor advertisement can only be controlled in the interests of 'amenity' and 'public safety'.

With reference to the location and design of advertisement, Paragraph 4.2 outlines the following principles should be applied when considering the erection of adverts and signs:-

- Appropriate scale and size for the building and should not seek to dominant or visually detract from the building;
- The proposed advertisement should not detract from the detailing of the building;
- Mixture of sizes and styles should be avoided;
- The main advertisement and signs for commercial properties should normally be located on the most prominent frontage of the premises.

In terms of high level signs, Paragraph 5.4 identifies these as being potentially visually intrusive and states that signs facing directly onto residential areas will not be allowed *'where they detract significantly from the character of, or outlook from those areas.'*

Paragraph 5.5 states that *'non – illuminated, high level signs will generally be accepted in the industrial and commercial areas of the district, providing that they are designed to complement the building on which they are displayed.'* Paragraph 5.6 goes onto to state that only advertisements which refer to the business or activity at the premises will be permitted to be displayed.

In consideration of the above national and local policy guidance, the following sections assess the impact of the proposed advertisement on 'amenity' and 'public safety' in line with the national policy guidance, the adopted SPG and the Town and Country Planning (Control of Advertisement) Regulations 2007.

Assessment of Impacts

Impact on Amenity

The permission obtained from the Civil Aviation Authority restricts the height at which the balloon can be flown under Part 2(b) at no more than 200 feet above ground level, which equates to 61.5metres. This is in line with the proposed height at which the balloon will be flown.

As the advertisement comprises an inflatable balloon, it will not be attached to the building and hence, will have a negligible impact on its appearance.

Furthermore, the advertisement will not have an impact on local characteristics as the Site where the balloon is flown from, does not fall within a Conservation Area, within the curtilage of Listed Building and is within a predominately industrial area. The nearest residential properties to the proposed advertisement are located on Clun Road (approximately 0.25 kilometres), and therefore, it is considered that the balloon will not result in having an adverse impact on the amenity of the properties. The design of the balloon is a standard shape for a blimp with simplistic artwork to advertise the Build Centre.

In light of the above, it is considered that the advertisement will not result in having an adverse impact on the amenity of the area and therefore, complies with Paragraph 11 of PPG 19 and Paragraph 4.2, 5.4 and 5.5 of the Adopted SPG on Advertisement.

Impact on Public Safety

The proposed advertisement will not be illuminated and is restricted by the permission granted by the Civil Aviation Authority to daytime hours only and therefore, will be a temporary advert by nature and will not be visible at night. Furthermore, the advertisement will be flown from within the premises of the existing Build Centre therefore, will not create a hazard or endanger people who are using the highway or cause an obstruction as would be flown from within the premises of the Build Centre.

As the advertisement is for a balloon, by its very nature, the advertising would not cause confusion to drivers on the existing highway as it will be flown from within an existing industrial area and not directly located over a public highway.

In light of the above, the advertisement will not result in having an adverse impact on the public safety and therefore, complies with Paragraph 15 of PPG 19 and Paragraph 5.5 of the Adopted SPG on Advertisement.

Summary

It is considered that the proposed inflatable advertisement would not result in having an adverse impact on residential amenity and would not have a detrimental impact on highway safety. Therefore, it is considered that consent should be granted for the proposed inflatable advertisement.

We believe that the Council have the necessary information and documentation to validate this application. However, if there is any further information you require, please contact myself or Kamaldeep Saini on 0121 410 2703.



Gerald Sweeney
Director