

ADVERTISEMENT CONSENT

REF NO: LU/300/10/A

LOCATION: Block A
Arndale Road
Wick Littlehampton

PROPOSAL: Proposed display of inflatable advertisement

SITE AND SURROUNDINGS

DESCRIPTION OF APPLICATION	The sign would be non illuminated and measure approximately 6m in height x 2.5m in width x 2.5m in depth. The sign would be 61.5m above ground level. The advertisement would be inflated with gas.
SITE AREA	N/A
RESIDENTIAL DEVELOPMENT DEN	N/A
TOPOGRAPHY	Predominantly flat
TREES	None affected by the proposed development.
BOUNDARY TREATMENT	Site enclosed by metal palisade fencing approximately 3.5m high.
SITE CHARACTERISTICS	Builders merchants with metal clad warehouse building, service/loading area and stacking for materials to front of building.
CHARACTER OF LOCALITY	Located within an established Industrial Estate, railway line and carriage shed to the north of the site.

RELEVANT SITE HISTORY

LU/137/05/A	Various non-illuminated signage	Approve Cond 14-06-2005
LU/93/07/A	Replacement information panels to existing non-illuminated totem sign.	Apprvd/Cond ADV 11-05-2007

REPRESENTATIONS

Representations received:

Littlehampton Town Council

No objection

Comments on Representations received:

Noted

CONSULTATIONS

WSCC Local Development Divis.

Consultations responses received:

County Highways:

No anticipated highway safety implications.

Comments on Consultation responses:

Comments noted

POLICY CONTEXT

Designation applicable to site:

Public Right of Way

DEVELOPMENT PLAN POLICIES

Arun District Local Plan:

[GEN2](#)
[GEN7](#)

Built-up Area Boundary
The Form of New Development

PLANNING POLICY GUIDANCE

PPS1
PPG19

Delivering Sustainable Development
Outdoor Advertisement Control

SUPPLEMENTARY POLICY GUIDANCE

XXX4

Supplementary Planning Guidance for
Advertisements.

POLICY COMMENTARY

ADVERT

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

ADVERTS

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

The application seeks Advertisement Consent for the display of an inflatable balloon sign which would be displayed at a height of 61.5m. The site is located within an Industrial Estate adjacent to a railway line with residential properties to the north.

The proposed balloon advertisement would be at a height of some 61.5m tethered at ground level within the compound of a builders merchants. Given the height and siting of the advertisement any prolonged display would be over conspicuous and dominant within the skyline from the surrounding area.

Balloon advertisements benefit from deemed consent by virtue of Class 15 of Schedule 3 to the 2007 Regulations, except in special areas, provided it is a temporary feature for no more than 10 days per annum and flown at no more than 60m height. The Local Planning Authority consider this to be an acceptable duration for its display with the time limitations mitigating any continued harm from the display of the advert.

Further, the principle of such advertisement would set an unacceptable precedent in which the Local Authority would find it difficult to resist similar proposals. The principle of the proposed balloon advertisement and any resultant accumulation of this type of advertisement would unacceptably harm the visual amenities and character of the locality.

It is therefore recommended that the application be refused for the following reasons.

RECOMMENDATION

REFUSE

- 1 The height and siting of the advertisement together with any prolonged display would result in a form of advertisement that would appear as an over conspicuous and dominant feature within the skyline from the surrounding area detrimental to the amenity of the locality. The proposal is therefore contrary to policies GEN7 of the Arun District Local Plan and Planning Policy Guidance (PPG19) 'Outdoor Advertisement Control'.
- 2 If this proposed balloon advertisement were permitted the Local Planning Authority would find it difficult to resist similar proposals in the locality, the cumulative effect of which would be to significantly alter the established character of the locality to the serious detriment of the amenities of the surrounding area, in conflict with policy GEN7 of the

Arun District Local Plan.