

REPORT UPDATE

Application No: LU/307/11/A

Reason for the Update / Changes

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NATIONAL PLANNING POLICY FRAMEWORK CONSIDERATIONS:

The National Planning Policy Framework (NPPF) was adopted on 27th March 2012, replacing all National Planning Policy Statements and Guidance as well as other Ministerial Advice.

Paragraph 67 of the NPPF is relevant in the consideration of this application. It is considered that the proposed advertisement would comply with the above criteria.

Reference to Planning Policy Guidance 19 'Outdoor Advertisement Control' to be deleted from Officers Report.

Notes: Changes to recommendations, conditions and / or reasons for refusal will always be reflected in the recommendation section of the attached Officer's Report/Recommendation.

LU/307/11/A

Recommendation Report for Consent to Display an Advertisement(s)

REF NO: LU/307/11/A

LOCATION: West Beach Cafe
Rope Walk
Littlehampton

PROPOSAL: 1x non-illuminated flag.

SITE AND SURROUNDINGS

DESCRIPTION OF APPLICATION	As above, the flag pole would measure 6m in height. The flag would measure approximately 1.8metres in width x 930mm in height.
SITE AREA	N/A
RESIDENTIAL DEVELOPMENT DEN	N/A
TOPOGRAPHY	Predominantly flat
TREES	None affected by the proposed development.
BOUNDARY TREATMENT	No defined boundary to site. Iron railings on river bank, approximately 1.4m in height.
SITE CHARACTERISTICS	Existing modern flat roofed building. Black brick work and timber elevations. Blue painted window frames. Toilet and visitor centre building to rear of site adjacent to footpath.

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CHARACTER OF LOCALITY Outside seating area in front of cafe adjacent to paths.
Ramp to side and steps next to parking area.

Predominantly rural/beach environment. River to east.
Beach and sand dunes to south. Golf course to north.

RELEVANT SITE HISTORY

LU/99/11/ Change of use from (A1) kiosk to (A3) cafe to Approve Cond
include replacing timber boarded front 05-10-2011
elevation with glazing & fit security shutters to
door & window openings. Re-site fryer flue &
install flag pole & install 2 no. toilets & storage
unit at rear

REPRESENTATIONS

Representations received:

Littlehampton Town Council

No objection.

Comments on Representations received:

Noted.

CONSULTATIONS

Consultations responses received:

Harbour Manager:

No objections to the proposed location of this non-illuminated flag pole

Comments on Consultation responses:

Noted.

POLICY CONTEXT

Designation applicable to site:
Outside Built-Up Boundary
Area of Special Control for Adverts
Site of Special Scientific Interest
Site of Nature Conservation Importance
Protected Coastal Area

DEVELOPMENT PLAN POLICIES

Arun District Local Plan: [GEN3](#) Protection of the Countryside
[GEN7](#) The Form of New Development

PLANNING POLICY GUIDANCE

PPG19 Outdoor Advertisement Control

SUPPLEMENTARY POLICY GUIDANCE

XXX4 Supplementary Planning Guidance for
Advertisements.

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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 permission for advertisement consent for the display of a flag on an existing flag pole on land to the west bank of the River Arun. The advert would be sited forward of West Beach Cafe to which the advert would relate.

Given the proximity of the advert to the River Aruns entrance, the impact of the advertisement must be considered upon the navigational marks and safety of the users of the river. As such the Harbour Manager has been consulted and given the dimensions, location and lack of illumination, no objection has been raised.

The visual impact of the development is also considered to be acceptable, with others noted within the locality, albeit along the east bank of the river. The scale and appearance of the sign is appropriate and it is not unusual to view a flag such as this in a coastal location.

It is therefore recommended that the application be approved subject to the following conditions:

RECOMMENDATION

APPROVE CONDITIONALLY

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: As required by Regulation 14(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to-
- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: As required by Regulation 14(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 2007.

- 3 Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: As required by Regulation 14(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Reason: As required by Regulation 14(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: As required by Regulation 14(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 2007.