

Recommendation Report for Consent to Display an Advertisement(s)

REF NO: LU/328/21/A

LOCATION: Unit 2
Broad Piece
Littlehampton
BN17 5RA

PROPOSAL: Installation of 3 x internally illuminated and 2 x non-illuminated fascia signs

SITE AND SURROUNDINGS

DESCRIPTION OF APPLICATION	The proposal seeks to install three internally illuminated fascia signs to the front, rear and left hand side elevations, and two non illuminated fascia signs to the front elevation of the premises.
SITE CHARACTERISTICS	A retail warehouse located in a designated retail park, with car parking to the front of the site, and storage and service yard to the rear.
CHARACTER OF LOCALITY	The character of locality is commercial. The site is surrounded by multiple main roads, leading in and out of the town and sits near to the boundary of the railway line from Littlehampton Station. It has several neighbouring retail warehouses including Wickes and Tesco and can be accessed directly from the A259 and B2187.

RELEVANT SITE HISTORY

LU/268/16/A	4 No. internally illuminated fascia signs & 1 No. non-illuminated fascia sign on various elevations.	ApproveConditionally 01-11-16
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Relevant planning history noted.

REPRESENTATIONS

Littlehampton Town Council - No objection.

No representation received from nearby occupiers.

COMMENTS ON REPRESENTATIONS RECEIVED:

Noted.

CONSULTATIONS

CONSULTATION RESPONSES RECEIVED:

Environment Agency: Planning Liaison (South Downs) - No response.

COMMENTS ON CONSULTATION RESPONSES:

Comments noted.

POLICY CONTEXT

Designation applicable to site:

Built Up Area Boundary

Economic Growth Area

2km Buffer for Site of Special Scientific Interest

CIL Charging Zone 4

DEVELOPMENT PLAN POLICIES

[Arun Local Plan 2011 - 2031:](#)

DDM4	D DM4 Extensions&alter to exist builds(res and non-res)
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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/are no other material considerations to be weighed in the balance with the Development Plan.

CONCLUSIONS

PRINCIPLE

The key policies concerned with this application is D DM4 of the Local Plan.

Paragraph 132 of the National Planning Policy Framework (NPPF) states - The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

DESIGN AND VISUAL AMENITY

Given the extent of advertisements already present on the site, and considering the proposal is seeking to replace existing signs, the proposed adverts are not considered to have an unacceptably adverse impact upon visual amenity, and will be in keeping with the general character of the area. Illuminated signs will incorporate a blackout skin allowing only the logo to be lit. This will limit the amount of light pollution created by the proposal and reduce any potential harm to visual amenity within the vicinity. The site is not located near any residential properties meaning the effect of any illumination or risk upon residential amenity is therefore limited and acceptable.

Due to the size and design of the signs they comply with D DM4 of the Local Plan and the Advert SPD.

PUBLIC SAFETY

In terms of public safety, it has to be considered whether the advertisement itself or its location is likely to be so distracting or so confusing, that it creates a hazard, or endangers people in the vicinity who are taking reasonable care for their own, or others, safety.

The proposed signs are located to the front, side and rear elevations of the building. They can only be seen from within the retail park and neighbouring commercial areas, and are not visible from the nearby roads. Therefore, it is considered that they pose no adverse impact or risk to the safety of road users or pedestrians. The level of illumination proposed is acceptable.

SUMMARY

In the absence of harm to amenity or public safety, it is recommended that the application be approved, subject to the conditions set out below.

HUMAN RIGHTS ACT

The Council in making a decision should be aware of and take into account any implications that may arise from the Human Rights Act 1998. Under the Act, it is unlawful for a public authority such as Arun District Council to act in a manner, which is incompatible with the European Convention on Human Rights.

Consideration has been specifically given to Article 8 (right to respect private and family life) and Article 1

of the First Protocol (protection of property). It is not considered that the recommendation for approval of the grant of permission in this case interferes unreasonably with any local residents' right to respect for their private and family life and home, except insofar as it is necessary to protect the rights and freedoms of others (in this case, the rights of the applicant). The Council is also permitted to control the use of property in accordance with the general interest and the recommendation for approval is considered to be a proportionate response to the submitted application based on the considerations set out in this report.

DUTY UNDER THE EQUALITIES ACT 2010

Duty under the Equalities Act 2010

In assessing this proposal the following impacts have been identified upon those people with the following protected characteristics (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation).

The proposal would have a neutral impact on the protected characteristics.

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 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.
- 5 The intensity of illumination of the 3 proposed illuminated signs shall not exceed 300 cd/m².

Reason: In the interests of the visual amenities of the locality in accordance with the NPPF.
- 6 The illumination of the 3 proposed signs shall be of a non-intermittent type.

Reason: In the interests of the visual amenities of the locality in accordance with the NPPF