Recommendation Report for Consent to Display an Advertisement(s)

REF NO: **LU/339/14/A**

LOCATION: Junction of Bridge Road
and Ferry Road
Littlehampton

PROPOSAL: 1 No non-illuminated free standing lawn board.

SITE AND SURROUNDINGS

DESCRIPTION OF APPLICATION	The proposed free standing sign measures approximately 0.47m in width and 0.46m in height with an overall height from ground level to top of sign of 0.9m.
SITE AREA	N/A
RESIDENTIAL DEVELOPMENT DENSITY	N/A
TOPOGRAPHY	Predominantly flat.
TREES	None of any significance affected by the proposed development.
BOUNDARY TREATMENT	Open verge hedging to rear approx. 3m high
SITE CHARACTERISTICS	Grass verge with footpath dissecting at entrance to Ferry Road. Road name sign and other traffic directional signs are located on the verge.
CHARACTER OF LOCALITY	Rural character with fields opposite.

RELEVANT SITE HISTORY

None

REPRESENTATIONS

Representations received:

Littlehampton Town Council

No Objection

Comments on Representations received:

None

CONSULTATIONS

WSCC Strategic Planning

Consultations responses received:

County Highways - Objection. The sign is located on publically maintained highway and could be a distraction to drivers at the junction of Bridge Road and Ferry Road. WSCC would support

an appropriate Highway Licence. WSCC does not support the placement of private advertising on publically maintained highway. Even if planning consent were to be granted the applicant would not be permitted the required highways licence for placement of the proposed signage. Any such signage would be in breach of the Highway Act 1980 and subject to enforcement action.

Comments on Consultation responses:

Comments noted.

POLICY CONTEXT

Designation applicable to site:
Outside the Built Up Area Boundary

DEVELOPMENT PLAN POLICIES

Arun District Local Plan 2003:	GEN7	The Form of New Development
Publication Version of the Local Plan (October 2014):		QE SP1 Quality of the Environment

PLANNING POLICY GUIDANCE

NPPF	National Planning Policy Framework

SUPPLEMENTARY POLICY GUIDANCE

XXX4	Supplementary Planning Guidance for Advertisements.

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 warrant a decision otherwise than in accordance with the Development Plan and/or legislative background.

CONCLUSIONS

The proposed sign will be positioned on the grass verge on the western side of the entrance to Ferry Road from the A259 in a rural location on a busy main road.

The site being outside the built up area is within an Area of Special Control for Advertisements which seeks to control the display of advertisements. The free standing sign will be non illuminated and has a width of 0.47m and height of 0.46m being a maximum height of 0.9m. The sign will advertise the presence of a fabrications company in Rope Walk.

The sign would be located on the verge and would not be supported by West Sussex County Council in its capacity as highway and licensing authority and would be considered a distraction to drivers.

The National Planning Policy Framework Paragraph 67 states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Advertisements should be subject to control only in the interests of amenity and public safety.

The proposed sign would be sited in a rural area where there is minimal signage. The signs that exist are directional and provided by the highway authority. In view of its size, siting and height it would be unduly prominent and have a negative impact on its surroundings. It would add to the visual clutter of signage in this area.

It is therefore recommended that Advertisement Consent be refused.

RECOMMENDATION

REFUSE

1 The proposed sign, by reason of its size, height and would form an unduly prominent and incongrous feature to the detriment of the visual amenities and existing rural character of the locality in conflict with Paragraph 67 of The National Planning Policy Framework and Paragraph 4.5 of the Supplementary Planning Guidance for Advertisements.

2 The proposed sign, by reason of its siting and method of display, would form a source of distraction to drivers thereby constituting a hazard to road users in conflict with Paragraph 67 of the National Planning policy Framework and Paragraph 3.1 of the Supplementary Planning Guidance for Advertisements.

3 INFORMATIVE: The Applicant is advised that WSCC do not support the placement of private advertising on publically maintained highway. A highways licence would not be permitted. Any such signage would be in breach of the Highway Act 1980 and subject to enforcement action.