

ADVERTISEMENT CONSENT

REF NO: LU/369/10/A

LOCATION: 1 Beach Road (Lloyds TSB)
Littlehampton

PROPOSAL: Internally illuminated A1 window poster display units located behind shop front glazing

SITE AND SURROUNDINGS

DESCRIPTION OF APPLICATION	The application seeks permission for an internally illuminated window poster display which would measure approximately 920mm in width x 10mm in depth x 1.9m in height. The sign would be outward facing from within the branch.
SITE AREA	N/A
RESIDENTIAL DEVELOPMENT DEN	N/A
TOPOGRAPHY	Predominantly flat
TREES	None affected by the proposed development.
BOUNDARY TREATMENT	The north and west elevations of the building face directly onto the pavement. There is an approximately 1.5 metre high brick wall on the east, south, and part of the northern boundaries.
SITE CHARACTERISTICS	The site is occupied by a two-storey building which has red/brown brick elevation walls, including red brick quoins, and a tiled, hipped roof. There is an unpainted render entrance porch to the front. An ATM machine has been installed flush with the elevation wall to the front (west). There is various signage on the building including an illuminated fascia sign above the entrance, illuminated projecting signs on the north and west elevations and an illuminated tablet sign above the ATM machine. The building has been identified by the Local Planning Authority as being one of notable character.
CHARACTER OF LOCALITY	The site is located within the primary shopping area of Littlehampton Town Centre. Surrounding buildings are a mixture of two and three storeys and the majority of them are terraced. These buildings generally house shops or other commercial uses and advertisements, including illuminated examples, are a common feature of the street at ground floor level.

RELEVANT SITE HISTORY

LU/290/91/A	1 No. internally illuminated fascia sign to cash dispenser.	Apprvd/Cond ADV 18-11-1991
LU/257/93/A	1 no.internally illuminated fascia sign.	Apprvd/Cond ADV 01-11-1993
LU/244/98/A	Halo illuminated lettering and internally illuminated projecting signs.	Apprvd/Cond ADV 24-11-1998
LU/93/03/A	1no. internally illuminated ATM box sign and 1no. internally illuminated projecting sign.	Apprvd/Cond ADV 09-05-2003
LU/407/06/A	New bank signage - illuminated and non-illuminated.	Approve Cond 24-01-2007
LU/106/10/A	Replace existing window displays with A1 window poster display units with illumination located behind shop front glazing. Replace existing ATM Tablet over ATM Machine.	Approve Cond 07-06-2010
LU/150/81/ADV	Logo panel forming part of fascia to in the wall cash dispenser	Apprvd/Cond ADV 01-04-1981

REPRESENTATIONS

Representations received:

Littlehampton Town Council

Awaited

Comments on Representations received:

None

CONSULTATIONS

WSCC Local Development Divis.

Environmental Health

Consultations responses received:

Environmental Health:

No objections

Comments on Consultation responses:

Comments noted

POLICY CONTEXT

Designation applicable to site:

Class C Road

Class A Road

Building of Character

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 1No. internally illuminated A1 windows poster

display unit which is to be sited behind the shop window glazing to the north elevation of the building.

The proposed advertisements would be viewed within the street scene, however, given that it is to be outward facing from within the building it is not considered to be a prominent feature within the locality. Also, this minimises any impact upon the appearance of the building itself which is one of character.

It is not considered that the proposal would be detrimental to amenities of residents as it would be located at ground floor level in a predominantly commercial area with only a small number of residential accommodation within close proximity which are all above ground floor level. Therefore, no residents would suffer unacceptable levels of light pollution.

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.