

APPLICATION REF: LU/407/06/A**ADVERTISEMENTS REPORT**

DESCRIPTION/ ADDRESS	- Illuminated and non-illuminated bank signage, Lloyds TSB, 1 Beach Road, Littlehampton.
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THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	2 no. double sided projecting signs measuring 600mm x 740mm with a maximum projection of 215mm, 2 no. non-illuminated thin type letters and logo measuring 1.688mm by 327mm.
SITE AREA	Approximately 250 square metres.
RESIDENTIAL DEVELOPMENT DENSITY (NET)	N/A.
TOPOGRAPHY	Predominantly flat.
TREES	None affected.
BOUNDARY TREATMENT	Property is directly onto footway/highway.
SITE CHARACTERISTICS	Two storey detached property on corner site within Littlehampton Town Centre at the southern end of the High Street. The building has red brickwork, a stone pillared porch with a grey slate roof.
CHARACTER OF LOCALITY	Commercial area comprising two storey buildings of varying styles with office/storage and residential accommodation above.

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
LU/93/03/A	1 no. internally illuminated ATM box sign and 1 no. internally illuminated projecting sign.	Approved/Conditionally ADV 09-05-2003.
LU/244/98/A	Halo illuminated lettering and internally illuminated projecting signs.	Approved/Conditionally ADV 24-11-1998.
LU/257/93/A	1 no. internally illuminated fascia sign.	Approved/Conditionally ADV 01-11-1993.
LU/290/91/A	1 no. internally illuminated fascia sign to cash dispenser.	Approved/Conditionally ADV 18-11-1991.

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
Littlehampton Town Council	No Objection.

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
County Highway's	No objection.

APPLICATION REF: LU/407/06/A**CONSULTATION RESPONSES**

CONSULTEE	SUMMARY OF RESPONSE
Conservation Officer	No objection. The signage is relatively modest and will not adversely affect the appearance of the Local List Building and are significantly removed from the Conservation Area so as not to impact adversely on its setting.
Conservation Area Advisory Committee	No comment.

POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Within Built Up Area Boundary Class A Road Class B Road Building of Special Character

DEVELOPMENT PLAN POLICIES

West Sussex Structure Plan : DEV1 Arun District Local Plan : GEN2, GEN33 Supplementary Planning Guidance - Advertisements

PLANNING POLICY GUIDANCE

PPS1 - Delivering Sustainable Development PPG19 - Outdoor Advertisement Control
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POLICY COMMENTARY

The above policies combine to describe the criteria against which the application will be assessed particularly with regard to visual amenity, public safety, quality of the environment and impact upon the adjacent primary shopping frontage.
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COMMENT ON CONSULTATION RESPONSES

None.

COMMENT ON REPRESENTATIONS RECEIVED

None.

ASSESSMENT OF PROPOSAL**DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND**

Regulation 4(1)(a)(b) and 4(2) of the Town and Country Planning (Control of Advertisements) Regulations 1992 states:- <i>"A local planning authority shall exercise their powers under these Regulations only in the interests of amenity and public safety, taking account of any material factors, and in particular:</i> (a) <i>In the case of amenity, the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest, disregarding, if they</i>

APPLICATION REF: LU/407/06/A**ASSESSMENT OF PROPOSAL****DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND**

think fit, any advertisement being displayed there;

(b) *In the case of public safety:*

(i) *The safety of any person who may use any road, railway, waterway, dock, harbour or aerodrome;*

(ii) *Whether any display of advertisements is likely to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air.*

In determining an application for consent for the display of advertisements, or considering whether to make an order revoking or modifying a consent, the local planning authority may have regard to any material change in circumstances likely to occur within the period for which the consent is required or granted."

APPLICATION REF: LU/407/06/A**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 is for the replacement of two projecting signs and lettering with similar signs and lettering of a modified design.

The replacement signs are considered acceptable in terms of design, materials and colouring and are not considered to be out of character with the surrounding commercial area due to the presence of various illuminated advertisements in the immediate vicinity. It is therefore not considered that the advertisements would detract from the visual amenities of the area, nor are they considered to impact upon public safety.

County Highway's have raised no objection and it is therefore recommended that Advertisement Consent should be granted, subject to the conditions set out overleaf.

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New bank signage - illuminated and non illuminated.

Lloyds TSB
1 Beach Road
Littlehampton

RECOMMENDATION

Approve Conditions

- 1 Any advertisements displayed, and any site used for the display of advertisements, shall maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by Regulation 13(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 1992.
- 2 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
Reason: As required by Regulation 13(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 1992.
- 3 Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by Regulation 13(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 1992.
- 4 No advertisement is to be displayed without the permission of the owner of the site or other person with an interest in the site entitled to grant permission.
Reason: As required by Regulation 13(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 1992.
- 5 No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).
Reason: As required by Regulation 13(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 1992.

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- 6 The level of luminance of the fascia sign shall not exceed 800cd/m² and the level of illuminance of the projecting sign hereby consented shall not exceed 600cd/m² as specified in the application.

Reason: In the interests of road safety in accordance with policies DEV1, NE17 of the West Sussex Structure Plan and GEN7 of the Arun District Local Plan.