

Recommendation Report for Consent to Display an Advertisement(s)

REF NO: LU/81/19/A

LOCATION: Lovelong House  
18-22 East Street  
Littlehampton  
BN17 6AW

PROPOSAL: 1 No. illuminated logo sign with halo lit lettering fixed to wall on front elevation.

**SITE AND SURROUNDINGS**

|                                 |                                                                                                                                                                                                                                                                               |
|---------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| DESCRIPTION OF APPLICATION      | The proposed seeks consent for 1 No. illuminated logo sign with halo lit letting.                                                                                                                                                                                             |
| SITE AREA                       | N/A.                                                                                                                                                                                                                                                                          |
| RESIDENTIAL DEVELOPMENT DENSITY | N/A.                                                                                                                                                                                                                                                                          |
| TOPOGRAPHY                      | Predominantly flat.                                                                                                                                                                                                                                                           |
| TREES                           | None of any significance affected by the proposed development.                                                                                                                                                                                                                |
| BOUNDARY TREATMENT              | The site has a short 1m high wall to its front elevation.                                                                                                                                                                                                                     |
| SITE CHARACTERISTICS            | The building is locally listed and is located within a conservation area. Further it is located in close proximity to two listed buildings; a farm house and a school building. However, the location of the signage is such that it is not directly related to these assets. |
| CHARACTER OF LOCALITY           | The area is a conservation area.                                                                                                                                                                                                                                              |
| Noted.                          |                                                                                                                                                                                                                                                                               |

**REPRESENTATIONS**

**REPRESENTATIONS RECEIVED:**

Littlehampton Town Council

Parish Council - Objection

- Adverse effect on the appearance and character of the Conservation Area, by virtue of the size, design and proposed materials of the adverts.

C.A.A.C - Objection

- Detracts from the appearance of the building and the Conservation Area.

1 letter of objection from local occupier:

- The size of the signage is out of the scale with the location.

**COMMENTS ON REPRESENTATIONS RECEIVED:**

Noted.

**CONSULTATIONS**

Conservation Officer

**CONSULTATION RESPONSES RECEIVED:**

Conservation Officer -

The application is for a large sign formed of individual letters which form the name of the building. The signage is located on the principal elevation. Having undertaken a site visit, it is apparent that the works have been implemented.

The building is locally listed and is located within a conservation area. Further it is located in close proximity to two listed buildings; a farm house and a school building. However, the location of the signage is such that it is not directly related to these assets.

The special character and appearance of the conservation area largely derives from the great variety in age (although the majority of the buildings are Victorian and Edwardian), style, form, function and materials of the buildings within the area. Large formal buildings, such as Roland House and Winterton Lodge and the Manor House, contrast in scale and style with nearby domestic buildings often constructed in a vernacular style using local materials. The application site is one such domestic building

Whilst the concept of signage on the front elevation of the building is acceptable, the current proposal is considered to be problematical. The lettering is not considered to be of an appropriate scale and font; it is excessively large and dominates the front elevation of the building. This is in conflict with the established residential character of both the property and the local area.

The proposal is such that the impact can be described as causing less than substantial harm in accordance with paragraph 196 of the NPPF (2018). As such, you will also need to consider the public benefits that the development may achieve as part of your assessment of the application, along with the contents of section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended).

For your information, the Planning Practice Guidance states that public benefits include:

- sustaining or enhancing the significance of a heritage asset and the contribution of its setting
- reducing or removing risks to a heritage asset
- securing the optimum viable use of a heritage asset in support of its long term conservation

**COMMENTS ON CONSULTATION RESPONSES:**

Comments noted.

**POLICY CONTEXT**

Designation applicable to site:  
Locally Listed Building

Conservation Area

## DEVELOPMENT PLAN POLICES

### PLANNING POLICY GUIDANCE:

|      |                                     |
|------|-------------------------------------|
| NPPF | National Planning Policy Framework  |
| NPPG | National Planning Practice Guidance |

### SUPPLEMENTARY POLICY GUIDANCE:

|      |                |
|------|----------------|
| SPD5 | 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

### PRINCIPLE

Paragraph 132 of the National Planning Policy Framework (NPPF) states that 'advertisement should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts'. Paragraph 3.1 of the Councils adopted Supplementary Planning Guidance for adverts confirms that 'The display of outdoor advertisements can only be controlled in the interests of 'amenity' and 'public safety'. The control system in place for advertising is concerned with the visual effect on its surroundings of an advertisement.

## HERITAGE IMPACT ASSESSMENT

Section 66 of the Planning (Listed Building and Conservation Area) Act 1990 states that the decision as to whether or not to grant planning permission, for development which affects a listed building or its setting must have regard to the desirability of preserving the building or its setting. Section 72 of the same act applies special regard to the desirability of the preservation of the character and appearance of Conservation Areas. Whilst there is a heritage assessment submitted within the application, it is very limited and does not fully assess the significance of local heritage assets. Paragraph 189 of the National Planning Policy Framework (NPPF) requires such information to be provided in order to assess the impact of the proposal upon these assets. In this instance, it is considered that the proposed development has 'less than substantial harm' upon the local assets. Therefore, Paragraph 196 of the Act applies, which states that where this level of harm is identified, the harm should be weighed against the public benefit of the proposal. The advertisement consent application is considered to have public benefit, in that it is considered to sustain the significance of the heritage asset for the reasons set out below in visual amenity section.

## DESIGN AND VISUAL AMENITY

Whilst the advertisement is sited on the front elevation of the property it sits on the set back section and therefore it is not readily visible within the street scene, and the wider context of the conservation area. The views of the advertisement are only readily available when viewing it standing in line with the property but can only be glimpsed at when viewing it along both directions of East Street. Furthermore due to its siting, on the approach to the Town Centre, where the number of advertisements is consistent with the commercial character of the area means that the advertisement preserves the character of the Conservation Area. Another factor to take into account is the open nature of the lettering which lessens the impact on the physical integrity of the building. To conclude the advertisement is seen to sustain the character of the Conservation Area and the locally listed building and the impact on this heritage asset is acceptable.

## PUBLIC SAFETY

In the evaluation of the sign consideration has been given to its impact upon public safety, it is vital to consider 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 location and scale of the proposed advertisements are not considered to post a hazard to public safety. None of the proposed signage is located in locations, or are of scales that are uncommon in retail parks, and are as such, not considered to result in any change to the safety of the public in the area.

## 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.

|                         |
|-------------------------|
| <b>HUMAN RIGHTS ACT</b> |
|-------------------------|

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

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 The development hereby approved shall be carried out in accordance with the following approved plans:

- Block Plan - Drawing 2
- Materials Details - Powder Coated Aluminium & polished stainless steel

Reason: For the avoidance of doubt and in the interests of amenity and the environment in accordance with the National Planning Policy Framework.

- 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.