

ADVERTISEMENT CONSENT**REF NO:** LY/6/10/A**LOCATION:** Travis Perkins Trading Co Ltd
The Causeway
Arundel**PROPOSAL:** 2No. non-illuminated warehouse signs.**SITE AND SURROUNDINGS**

DESCRIPTION OF APPLICATION	The proposal is for 2 non-illuminated signs to be erected on the Victorian warehouse, both at first floor level.
SITE AREA	0.24 hectares approximately.
RESIDENTIAL DEVELOPMENT DEN	N/A
TOPOGRAPHY	Predominantly flat
TREES	None of any significance affected by the proposed development.
BOUNDARY TREATMENT	2m high green painted metal railings.
SITE CHARACTERISTICS	Builders' yard at end of station car park. Single storey office buildings with modern storage building behind. Victorian railway goods shed, 2 storeys in height used as a warehouse.
CHARACTER OF LOCALITY	Rural - Station to the north.

RELEVANT SITE HISTORY

LY/26/02/A	One non-illuminated fascia sign	Refused 13-12-2002
LY/30/02/L	Application for Listed Consent Consent to affix 1No. non-illuminated 7.07 x 0.9m sign. 7.725m above ground to North facing elevation of building.	Refused 21-01-2003

REPRESENTATIONS**Representations received:**

None

Comments on Representations received:

None

CONSULTATIONS

Consultations responses received:

None

Comments on Consultation responses:

Comments noted

POLICY CONTEXT

Designation applicable to site:

Class 'A' Road
Outside Built Up Area
Listed Building Grade II
Advertisement Special Control Area.

DEVELOPMENT PLAN POLICIES

South East Plan:

Arun District Local Plan: [GEN7](#) The Form of New Development

PLANNING POLICY GUIDANCE

PPS1	Delivering Sustainable Development
PPS5	Planning for the Historic Environment
PPG19	Outdoor Advertisement Control

POLICY COMMENTARY

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

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 proposal is for 2 prominent signs on two sides of a Grade II Listed Building at first floor level. One sign will be 1.8m x 1.8m and to the bottom of the sign from ground level will be 5 metres. The other sign will be 5m x 1.45m and be 6m from ground level.

The size, position, prominence and design of the proposed advertisements are such that they would detract from the appearance of the building, and from the established character and appearance of the surrounding rural countryside outside of Arundel.

The proposal is not considered to respect the established character and appearance of the Grade II Listed Building.

A similar application for a single non-illuminated sign on the end elevation of the building was refused advertisement consent in December 2002 and there has been no material change in planning circumstances since that time.

It is therefore recommended that the application for advertisement consent is refused for the reason set out below.

RECOMMENDATION

REFUSE

- 1 The proposed advertisement, by reason of its size, siting and method of display, would be unduly prominent and would detract from the appearance of the Listed Building on which it is sited. Furthermore the proposed advertisement would be detrimental to the visual amenities of the locality, in conflict with policy GEN7 of the Arun District Local Plan, Supplementary Planning Guidance -Telecommunications and Advertisements and PPS5 - Planning for the Historic Environment.