

Arun District Council
Arun Civic Centre
Maltravers Road
Littlehampton
West Sussex BN17 5LF

15 April 2019

Dear Sir/Madam

The Brewhouse Project, Lyminster Road, Lyminster BN17 7QN

Please find enclosed an application for advertisement consent for the display of advertisements on the business premises now known as The Brewhouse Project. The site was formerly Crossbush Farm Shop which closed some time ago and the advertisements associated with it have since been removed. The previous adverts can be seen on the Google images below:



Front (West Elevation)



View of North Elevation

The business to which the advertisements now relate was granted planning permission last year for the change of use of existing building from farm shop and cafe to a brewery tap room (bar), fresh coffee bar, cafe and retail space (LY/28/17). The business has recently opened and brings two local companies together; The Arundel Brewery and Edgcumbes Coffee Roasters. The advertisements that are displayed on the building relate to those companies and to the business carried out i.e. the provision of food, coffee and beer.

Appleton Town Planning
31 Eastcourt Road Worthing West Sussex BN14 7DA

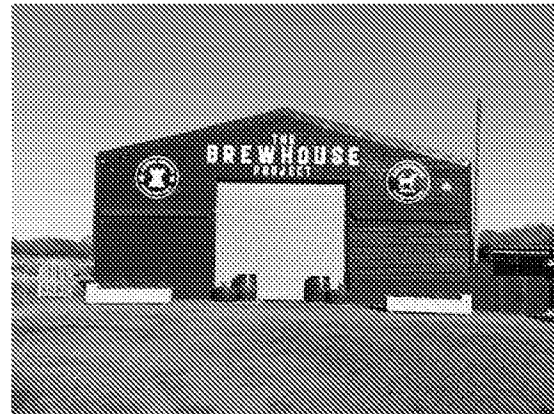


This retrospective application has been requested by the LPA, and it has been agreed that no formal action will be taken whilst the applications are determined. This gives the applicant the opportunity to put their case forward for the retention of the signs. This application therefore seeks the express consent of the LPA for the continued display of the advertisements on the building and this statement aims to consider the matters relevant to that determination.

For ease of reference, the proposed signs will be referred to in this statement and on the application form as follows:



Advert 1 – the lettering on the north elevation



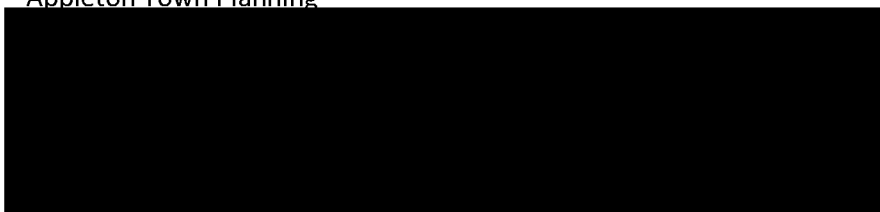
Adverts 2 & 3 - lettering and logos on the west elevation

The current regulations on the display of advertisements is contained in the Town and Country Planning (Control of Advertisement) (England) Regulations 2007 and guidance is contained in the Planning Practice Guidance (PPG). Under Regulation 3(1) advertisements are subject only to control in the interests of 'amenity' and 'public safety', taking into account the provisions of the development plan, so far as they are material and any other relevant factors.

Paragraph 079 of the PPG explains that 'amenity' is not defined exhaustively in the Regulations but repeats the factors relevant to amenity set out in Regulation 3(2)(a) which states "factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest". The PPG goes on to state that "in assessing amenity, the local planning authority would always consider the local characteristics of the neighbourhood: for example, if the locality where the advertisement is to be displayed has important scenic, historic, architectural or cultural features, the local planning authority would consider whether it is in scale and in keeping with these features."

Paragraphs 067 and 068 of the PPG deal with public safety. It states that "All advertisements are intended to attract attention but proposed advertisements at points where drivers need to take more care are more likely to affect public safety." It goes on to list which type of advertisement may cause danger to road users under criteria (a) to (h). Most are not relevant to the advertisements in this case

Appleton Town Planning



as they are not illuminated, are not moving or directional and do not resemble traffic signs. The most relevant criteria are:

- (a) those which obstruct or impair sight-lines at corners, bends or at a junction, or at any point of access to a highway;
- (b) those which, because of their size or siting, would obstruct or confuse a road-user's view, or reduce the clarity or effectiveness of a traffic sign or signal, or would be likely to distract road-users because of their unusual nature.

Dealing with highway safety first, it is submitted that the adverts the subject of this application do not impact on those matters identified as causing a highway safety issue. They do not cause an obstruction or otherwise impair a road users view, nor do they cause a distraction. The building is set well back from the road and the advertisements are mainly visible when vehicles are stationary at the Crossbush traffic lights or heading southwards on the Lyminster Road which is a straight, single carriageway length of road. In fact, it is probably more important that the site is visible in highway safety terms to allow vehicles entering the site to anticipate the turn and indicate in good time. It is therefore submitted that the advertisements are acceptable in highway safety terms.

In terms of amenity, as mentioned in the Regulations and the PPG, there is no clear definition of what this comprises. Whilst located in the countryside, the site is at a busy junction close to the A27 and opposite a petrol filling station and McDonalds. There are commercial properties on the north side of the A27 junction also, namely the Beefeater and Premier Inn. There are no "important scenic, historic, architectural or cultural features" in the immediate vicinity on which the advertisements impact.

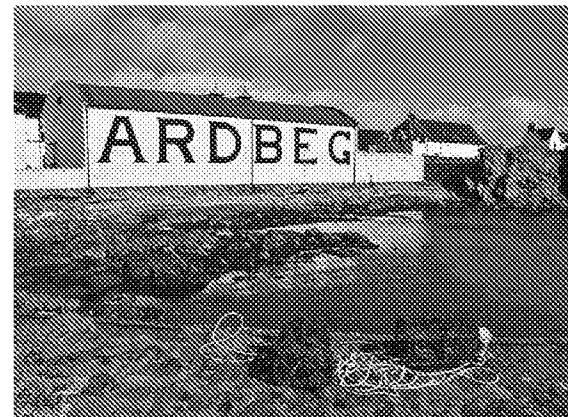
Advertisements 2 and 3, comprise the name of the business along with the logos of the two companies that will operate from the premises. These advertisements replace the former Crossbush Farm Shop sign and are in proportion with the elevation. The logos have to be sufficiently large to be read. The success of the business is going to be reliant on the good reputation of the two local companies; Arundel Brewery and Edgcumbes Coffee Roasters, and this needs to be advertised. The businesses are important to Arundel, particularly the brewery, with the shop in the town centre and a tap room in the Norfolk Arms. This project aims to build on that success and needs to advertise its involvement in the project.

The project is a new venture and of a type that has not been seen before. It is essential for its success that the public know what they do. Advert 1 on the north elevation therefore seeks to show what is available on the premises. The lettering is large as it is intended to be seen from the A27 to attract passing trade. It seems more appropriate to have an advertisement on the building attracting passing trade than seeking a directional sign detached from the site.

There is no precedent for a business of this nature in a location such as this. Inspiration was taken however from the breweries and distilleries in Scotland which operate from industrial scale buildings. Some images are included below:

Appleton Town Planning
31 Eastcourt Road Worthing West Sussex BN14 7DA





It is acknowledged that each case has been treated on its merits and that a view has to be taken of the impact of the advertisements in this case on the visual amenities of the immediate locality. The advertisements, particularly on the north elevation, are large, but the business has to be bold to make a success where numerous farm shops have failed before. It also has to be recognised that, as the business is now up and running, there will be more activity on site such as parked cars and use of the outside seating area so that the building will not appear as an isolated building in a solely agricultural landscape.

The main question therefore is 'what is the harm' in this location of no especial landscape value or immediate historic, architectural or cultural features. There are a cluster of commercial uses around this junction of the A27 with the Lyminster Road. Those premises have a proliferation of advertisements including an illuminated pole sign, banner signs, illuminated fascia signs, painted signs on the Beefeater and a clutter of other signs at the entrance to the petrol filling station. The Beefeater and the Premier Inn of course lie within the South Downs National Park which is an area of special landscape value. Photos of the adverts in the vicinity of the site are included at the end of this letter.

The applicant therefore hopes that the LPA will support its attempts to attract loyal customers of the two companies that are operating the business, as well as passing trade, to make a success of the

Appleton Town Planning
31 Eastcourt Road Worthing West Sussex BN14 7DA

venture. As the PPG states, all advertisements are intended to attract attention and, in this case, that is the plan. It is submitted however that any perceived harm to amenity has to be considered in the context of its surroundings and the unique nature of the use carried on and is not so great as to warrant refusal.

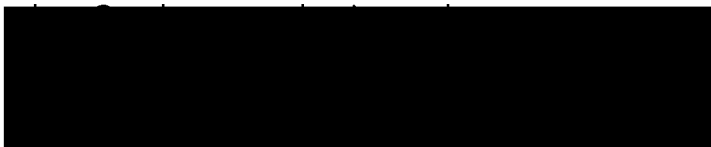
It is on this basis that the applicant requests that consent is granted for the statutory five-year period for the advertisements as currently displayed.

Yours faithfully

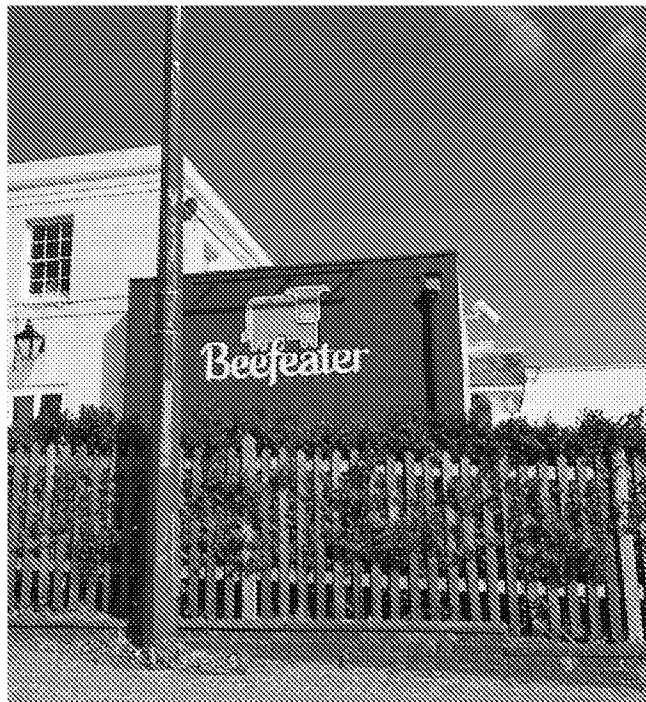
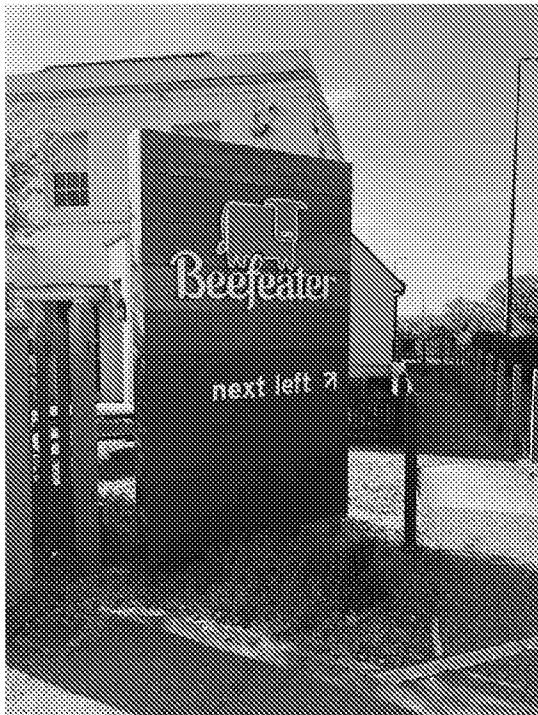
Dawn Appleton

Dawn Appleton BSc (Hons) DipTP MRTPI
Chartered Town Planner

Appleton Town Planning
31 Eastcourt Road Worthing West Sussex BN14 7DA



Photos of Adverts in the Vicinity of the Site



Appleton Town Planning
31 Eastcourt Road Worthing West Sussex BN14 7DA





Appleton Town Planning
31 Eastcourt Road Worthing West Sussex BN14 7DA

