

**M/34/06/A****ADVERTISEMENTS REPORT**

|                         |                                                                     |
|-------------------------|---------------------------------------------------------------------|
| DESCRIPTION/<br>ADDRESS | - 1 No. Non-illuminated pole sign.<br>Willowbrook, Middleton on Sea |
|-------------------------|---------------------------------------------------------------------|

**THE SITE AND ITS SURROUNDINGS**

|                                       |                                                                                                                                                                                                                                                                                   |
|---------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| DESCRIPTION OF APPLICATION            | As above. The proposed display will measure approximately; 1.22m in width and 0.92m in height. The maximum height of the pole sign above ground level will be approximately 1.84m.<br><br>By virtue of a site visit it is established that the advertisement is already in place. |
| SITE AREA                             | N/A                                                                                                                                                                                                                                                                               |
| RESIDENTIAL DEVELOPMENT DENSITY (NET) | N/A                                                                                                                                                                                                                                                                               |
| TOPOGRAPHY                            | Predominantly flat.                                                                                                                                                                                                                                                               |
| TREES                                 | None.                                                                                                                                                                                                                                                                             |
| BOUNDARY TREATMENT                    | To the north of the advertisement is a brick wall up to approximately 1.5m high with steel gates providing access to the estate. To the west is shrubbery screening to a height of approximately 2m.                                                                              |
| SITE CHARACTERISTICS                  | The advertisement will be located at the entrance to the Willowbrook Estate.                                                                                                                                                                                                      |
| CHARACTER OF LOCALITY                 | A private residential cul-de-sac estate comprising predominantly detached bungalows of similar style and design.                                                                                                                                                                  |

**RELEVANT PLANNING HISTORY**

| REFERENCE | DESCRIPTION | DECISION |
|-----------|-------------|----------|
| None      |             |          |

**REPRESENTATIONS RECEIVED**

| SOURCE                          | SUMMARY OF CONTENT                                                                                                                                                                          |
|---------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Middleton on Sea Parish Council | No comment.                                                                                                                                                                                 |
| Local Groups                    | None                                                                                                                                                                                        |
| 1 Letter of Objection           | It is a complete eyesore in current location. If it were placed on the closed gate on the other side, it would not offend anyone and would probably be more effective in deterring drivers. |

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**CONSULTATION RESPONSES**

| CONSULTEE       | SUMMARY OF RESPONSE                                                         |
|-----------------|-----------------------------------------------------------------------------|
| County Highways | No objection. The site lies within the private street network of Middleton. |

**POLICY CONTEXT**

| DESIGNATION APPLICABLE TO SITE |
|--------------------------------|
| Within Built-up Area Boundary  |

**DEVELOPMENT PLAN POLICIES**

West Sussex Structure Plan : LOC1, DEV1  
 Arun District Local Plan : GEN2, GEN7, GEN33  
 SPG – Advertisements.

**PLANNING POLICY GUIDANCE**

PPS1 - Delivering Sustainable Development  
 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 and public safety.

**COMMENT ON CONSULTATION RESPONSES**

Noted.

**COMMENT ON REPRESENTATIONS RECEIVED**

Noted, however the advertisement is not considered to be obtrusive or out of character with the surrounding area due to the presence of various other signs in the vicinity.

**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:-

*"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:*

- (a) *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 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;*

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

*(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."*

**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**

This proposed advertisement will be located at the southwest gated entrance to Willowbrook Private Estate. It will be set back off the road and pavement with adequate boundary screening behind. It is therefore not considered to cause any adverse effects on the residential amenity of nearby 16 North Avenue South.

This advertisement is not considered to be out of character with the surrounding area by way of its size, design, materials or colourings due to the presence of various other advertisements along Elmer Road, including at the Elmer Hotel to the south of the site.

Finally, it is not considered to detract from the visual amenities of the area, nor is it considered to adversely impact upon public safety. County Highways have raised no objection.

It is therefore recommended that Advertisement Consent should be granted, subject to the conditions set out overleaf.



**MIDDLETON****M/34/06/A**

1 No Non-Illuminated pole sign

Entrance to Willowbrook  
Middleton on Sea

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**RECOMMENDATION**

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**Approve/Cond ADV**

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- 1 Any advertisements displayed, and any site used for the display of advertisements, shall be 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, or 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.

