ADVERTISEMENT CONSENT

REF NO: **P/24/10/A**

LOCATION: Jordans Pharmacy
15 The Parade
Pagham

PROPOSAL: One illuminated fascia sign on new shopfront

SITE AND SURROUNDINGS

DESCRIPTION OF APPLICATION	The proposed fascia sign measures approximately 9.815m in width, 0.6m in height with trough light projection of 180mm.
SITE AREA	N/A
RESIDENTIAL DEVELOPMENT DEN	N/A
TOPOGRAPHY	Predominantly flat
TREES	None affected by the proposed development.
BOUNDARY TREATMENT	Fronts onto walkway within square.
SITE CHARACTERISTICS	Two storey with retail on lower level and residential above. The building has a brown shopfront, red brickwork with brown window frames above.
CHARACTER OF LOCALITY	Parade of shops within a Sqaure, car parking to front of site. On either side of premises is an Orthoontic Dental Surgery and Dental Surgery.

RELEVANT SITE HISTORY

None.

REPRESENTATIONS

Representations received:
Pagham Parish Council
No objection.
Comments on Representations received:
None

CONSULTATIONS

WSCC Local Development Divis.
Consultations responses received:
Awaited
Comments on Consultation responses:
None

POLICY CONTEXT

Designation applicable to site:

Within the Built Up Area Boundary
PDR Restriction

DEVELOPMENT PLAN POLICIES

South East Plan:		
Arun District Local Plan:	GEN2	Built-up Area Boundary
	GEN7	The Form of New Development
	GEN33	Light Pollution

PLANNING POLICY GUIDANCE

PPS1	Delivering Sustainable Development
PPG19	Outdoor Advertisement Control

SUPPLEMENTARY POLICY GUIDANCE

XXX4	Supplementary Planning Guidance for Advertisements.

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 existing fascia sign which is positioned in the centre of the shopfront is non-illuminated and the application seeks to replace the sign with a new sign which will be illuminated by trough lighting.

The proposed fascia sign will be the whole width of the shopfront and will be illuminated by trough lighting. The sign will have a blue background with white lettering with the wording 'Jordans Pharmacy' with a green pharmacy cross on each end. In terms of size, materials and illumination it is not considered that the replacement sign would detract from the appearance or character of the building and the surrounding area.

Taking this into account it is not considered that the replacement signage would have an adverse impact on public safety or amenity and the proposed illumination would not detract from the quality of the environment through light pollution.

It is therefore recommended that advertisement consent be granted, subject to the following conditions.

RECOMMENDATION

APPROVE CONDITIONALLY

1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: As required by Regulation 14(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 2007.

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.

5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: As required by Regulation 14(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 2007.

6 The intensity of illumination of the proposed sign shall not exceed 200 cd/m2.

Reason: In the interests of the visual amenities of the locality in accordance with policies GEN7, GEN33 of the Arun District Local Plan.