

Recommendation Report for Consent to Display an Advertisement(s)

REF NO: R/186/17/A

LOCATION: 130 The Street
Rustington

PROPOSAL: 1 No. internally illuminated fascia sign on front elevation.

SITE AND SURROUNDINGS

DESCRIPTION OF APPLICATION	The fascia sign would measure approximately 5.6m in width x 0.78m in height and would project from the building by 95mm. The signage would have a luminance level of 600 candelas per metre squared.
SITE AREA	N/A
RESIDENTIAL DEVELOPMENT DENSITY	N/A
TOPOGRAPHY	Predominantly flat.
TREES	None of any significance affected by the proposed development.
BOUNDARY TREATMENT	Building fronts the highway.
SITE CHARACTERISTICS	Ground floor empty, first floor offices. Shop front with red brick above. Previous fascia sign has been removed.
CHARACTER OF LOCALITY	Principal Shopping Area of Rustington, mix of types and styles of illuminated adverts within the locality

RELEVANT SITE HISTORY

R/153/09/A	1x internally illuminated fascia sign	ApproveConditionally 06-10-2009
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REPRESENTATIONS

Representations received:

Rustington Parish Council

No Objection

Comments on Representations received:

None

CONSULTATIONS

WSCC Strategic Planning

Consultations responses received:

County Highways - WSCC do not provide highways comments for signage/advertisement consents as you have standing advice to follow.

Comments on Consultation responses:

None.

POLICY CONTEXT

Designation applicable to site:

Built-up Area Boundary

Principal Shopping Area

Primary Retail Frontage

DEVELOPMENT PLAN POLICIES

[Arun District Local Plan 2003:](#)

PLANNING POLICY GUIDANCE

NPPF
NPPG

National Planning Policy Framework
National Planning Practice Guidance

SUPPLEMENTARY POLICY GUIDANCE

XXX4

Supplementary Planning Guidance for
Advertisements.

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

Section 38(6) of the Planning and Compulsory Purchase Act 2004 states:-

"If regard is to be had to the development plan for the purpose of any determination to be made under the planning Acts the determination must be made in accordance with the plan unless material considerations indicate otherwise."

The proposal is considered to comply with relevant Development Plan policies in that it would have no materially adverse effect on the visual amenities of the locality or the residential amenities of the adjoining properties, nor would it have an adverse impact upon the established character of the surrounding area.

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 application proposed seeks permission for advertisement consent for an internally illuminated fascia sign at 130 The Street, Rustington.

Para. 67 of the National Planning Policy Framework (NPPF) states that 'advertisements should be

subject to control only in the interests of amenity and public safety, taking account of cumulative impacts'. Para. 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.

In terms of 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 siting coupled with the scale of the advert will ensure that it does not affect public safety. A condition of the approval will require the applicant to ensure that the advert is erected and maintained in good order to ensure it does not become a danger to those people visiting the site.

As for the visual impact, this is also considered to be acceptable. The proposed advertising is located on a shop frontage which is situated within an established shopping precinct. It is very similar to the previously approved internally illuminated fascia sign which was approved at the site in 2009 (R/153/09/A). It is also considered to be consistent with other illuminated advertisements in the vicinity which include Superdrug, Specsavers, Halifax and HSBC, which also have internally illuminated projecting signs.

It is considered that the proposed signs are in keeping with the commercial nature of the surrounding area. As such it is not considered that the proposed advertisements would have a significant impact on the visual amenities of the locality.

Further, the site being located within a commercial location coupled with commercial uses above means that the illumination would not have an adverse impact upon neighbouring uses or the locality.

The previous signage was not restricted in hours of illumination, but was limited in the intensity of illumination in the interests of highway safety. It is proposed to restrict similarly restrict this consent .

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.

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 600 candelas per square metre.

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