

Recommendation Report for Consent to Display an Advertisement(s)

REF NO: R/19/26/A

LOCATION: The Lamb 73 The Street
Rustington
BN16 3NU

PROPOSAL: Installation of 1 No. single let mounted pictorial sign, 2 No. externally illuminated fascia signs and 1 No. transom sign. (This application may affect the character and appearance of the Rustington Conservation Area).

SITE AND SURROUNDINGS

DESCRIPTION OF APPLICATION

As above.

SITE CHARACTERISTICS

The public house is a large, predominantly two storey building. It has a variety of building materials for the elevations including rough cast render, brick and decorative wall hung tiles. There is a pitched, clay tiled roof with four gables which face onto the road with decorative eaves board. There is a modern single storey extension to the eastern side of the building, which is also visible from The Street. The building is a Locally Listed Building.

The windows on the front elevation appear to be a mixture of timber casement and sliding sash which make a positive contribution to the appearance and significance of the asset. Of note is a first-floor oriel bay window. The building is located at a prominent corner and contributes to the established character of the conservation area. It is considered to derive its significance from its architectural and communal interest.

CHARACTER OF LOCALITY

The Rustington Conservation Area covers the western end of The Street and contains the historic core of the village. The village developed as a small agricultural community, and it remained like this until the end of the 19th Century when various development took place. The most intense period of development has been since the end of the First World War with the result being that the original part of the village centre is now surrounded by C.20 development.

This area contains the main concentration of listed buildings in the village, including the Church of St. Peter and St. Paul, which is located to the east of the site and dates back to the 12th Century. The Manor House (Grade II) is located opposite the application site and is a C17 or earlier timber-framed building, which has been refaced with flints with red brick dressings and quoins (restored and modernised) It has a hipped tiled roof, modern latticed casement windows and

modern gabled porch.

Mature trees on the verges on both sides of the road provide an attractive feature, as do existing flint walls.

RELEVANT SITE HISTORY

R/8/26/PL Change of external colour scheme; the fascias, barge boards, gutters and entrance door and surround are proposed to be repainted in black, windows will be finished in white and existing render to be repainted Heritage Indian White. This application may affect the setting of a listed building, affects the character and appearance of the Rustington Conservation Area and is in CIL Zone 4 (Zero Rated) as other development.

REPRESENTATIONS

Rustington Parish Council - No objection.

Conservation Area Advisory Panel (CAAP) - Objection on the basis that the advertisement application includes the painting of parts of the ground floor of the building a strident red colour which would detract from the appearance of the building and the conservation area. Such repainting should surely be included within the planning application and not the advertisement application.

No representations were received from nearby occupiers.

COMMENTS ON REPRESENTATIONS RECEIVED:

Comments noted. Amended plans were submitted reflecting the change in paint colours for the ground floor (i.e. removing the red colour).

CONSULTATION RESPONSES RECEIVED:

CONSERVATION OFFICER:

A map-based assessment has identified that the public house is a Locally Listed Building or Structure of Character. It is also located within the Rustington Conservation Area.

The proposal is for replacement signage to the public house and this forms a revised scheme following a previously withdrawn application. The signage adopts a simple and restrained colour palette that reflects the recently approved colour scheme for the building itself. On balance, considers that the proposed signage will have a neutral impact on the significance of the heritage assets.

The application is considered to not cause harm to the significance of the heritage assets. As a consequence, it should be determined in accordance with the relevant policies within the Development Plan, along with these comments. You will also need to take into account the contents of section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended).

COMMENTS ON CONSULTATION RESPONSES:

Comments noted.

POLICY CONTEXT

Designations applicable to the proposal:

- Rustington Conservation Area.
- Tree Preservation Order (TPO/R/2/85).

DEVELOPMENT PLAN POLICIES

[Arun Local Plan 2011 - 2031:](#)

HERDM2	HER DM2 Locally Listed Buildings or Structures of Character
HERDM3	HER DM3 Conservation Areas

PLANNING POLICY GUIDANCE:

NPPF	National Planning Policy Framework
NPPG	National Planning Practice Guidance

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

There are no other material considerations to be weighed in the balance with the Development Plan.

CONCLUSIONS

DESIGN AND VISUAL AMENITY

The site is located within Rustington Conservation Area and is a large, two storey locally listed public house "The Lamb Inn" along The Street. Therefore, the proposed development needs to be considered under Arun Local Plan (ALP) policies HER DM2 and HER DM3 and the National Planning Policy Framework (NPPF).

The application seeks the installation of 1 No. single let mounted pictorial sign, 2 No. externally illuminated fascia signs and 1 No. transom sign. The proposed advertisements would be visible from the street scene.

Paragraph 141 of the NPPF states that the quality and character of places can suffer when advertisements are poorly sited and designed. Therefore, advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. The control system in place for advertising is concerned with the visual effect on its surroundings.

The proposed 1 No. single let mounted pictorial sign would measure 1215mm wide and 4.6m high and would be sited within the eastern curtilage of the public house replacing the existing single let mounted pictorial sign. On the eastern elevation of the public house there would be 1 No. externally illuminated fascia sign that would measure 3500mm wide and 500mm high and on the western elevation there would be 1 No. externally illuminated fascia sign that would measure 4330mm wide and 350mm high. On the southern flank of the western elevation, above the wooden side gate would be a 1 No. transom sign that would measure 1580mm wide and 445mm high.

The Lamb Inn is identified as a locally listed building within the Rustington Conservation Area. The public house occupies a prominent position within the street scene. The proposed signage would introduce a combination of illuminated and non-illuminated signage in black, beige, and white designs and a level of modern branding. Given that the positioning, size, scale, and colour palette are proportionate to the size of the building and its siting within the local area, the proposed signage would not create increased visual clutter and therefore would not detract from the building's appearance. As such, the proposal would not lead to an unacceptable impact on visual amenity of the host building and local area.

The conservation officer was consulted and concluded that the proposed replacement signage adopts a simple and restrained colour palette and reflects the recently approved colour scheme for the building itself and on balance would have a neutral impact and not cause harm to the significance of the heritage asset.

As a result, the proposed signage would not result in harm to the character and appearance of the locally listed building and conservation area and would be in accordance with the ALP policies HER DM2 and HER DM3 and the NPPF. The proposal is also in accordance with section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended).

PUBLIC SAFETY

In terms of public safety, it has to be considered whether the advertisements or their 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 site is located adjacent to the junction of The Street and Sea Lane. The signs will not be unduly intrusive or harmful to pedestrians and road users. The illumination of the signs, and additional external lighting will have minimal impact and does not give significant rise to any distraction to road users.

Neither the signs nor lighting result in any risk upon public safety, or upon the safety of pedestrians and highway users.

SUMMARY

In the absence of harm to amenity or public safety in accordance with the NPPF, it is recommended that the application be approved, subject to the conditions set out below.

HUMAN RIGHTS ACT

The Council in making a decision should be aware of and take into account any implications that may arise from the Human Rights Act 1998. Under the Act, it is unlawful for a public authority such as Arun District Council to act in a manner, which is incompatible with the European Convention on Human Rights.

Consideration has been specifically given to Article 8 (right to respect private and family life) and Article 1 of the First Protocol (protection of property). It is not considered that the recommendation for approval of the grant of permission in this case interferes unreasonably with any local residents' right to respect for their private and family life and home, except insofar as it is necessary to protect the rights and freedoms of others (in this case, the rights of the applicant). The Council is also permitted to control the use of property in accordance with the general interest and the recommendation for approval is considered to be a proportionate response to the submitted application based on the considerations set out in this report.

DUTY UNDER THE EQUALITIES ACT 2010

In assessing this proposal the following impacts have been identified upon those people with the following protected characteristics (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation).

The proposal would have a neutral impact on the protected characteristics.

RECOMMENDATION

APPROVE CONDITIONALLY

- 1 The development hereby approved shall be carried out in accordance with the following approved plans:

1. Location Plan (14/10/2025).
2. Proposed Signage 3 - 192625 (REV K) (02/03/26).
3. Proposed Signage 4 - 192625 (REV K) (02/03/26).
4. Proposed Signage 5 - 192625 (REV K) (02/03/26).
5. Proposed Signage 6 - 192625 (REV K) (02/03/26).
6. Proposed Signage 7 - 192625 (REV K) (02/03/26).
7. Location Plan 8 - 192625 (REV K) (02/03/26).

Reason: For the avoidance of doubt and in the interests of amenity of the locality in accordance with the NPPF.

- 2 The intensity of illumination of the proposed sign shall not exceed 250 candelas/m2.

Reason: In the interests of the visual amenities of the locality in accordance with the NPPF.

3 The illumination of the proposed sign shall be of a non-intermittent type.

Reason: In the interests of the visual amenities of the locality in accordance with the NPPF.

4 No advertisement shall be sited or displayed so as to-

1. Endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
2. Obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
3. 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 and Country Planning (Control of Advertisements) Regulations 2007.

5 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 and Country Planning (Control of Advertisements) Regulations 2007.