

ADVERTISEMENT CONSENT**REF NO:** R/215/10/A**LOCATION:** 129 The Street
Rustington**PROPOSAL:** 1no. internally illuminated fascia sign, 1no. internally illuminated circular projecting box sign & 1no. internally illuminated circular sign behind glazing**SITE AND SURROUNDINGS**

DESCRIPTION OF APPLICATION	The sign is to internally illuminated and would measure approximately 5.2m in width x 300mm in depth x 1.1m in height. The circular projecting sign extends some 750mm from the fascia sign and has a diameter of approximately 600mm. The internal illuminated sign would be sited behind the glazed shop front measuring 700mm in diameter x 125mm in depth.
SITE AREA	N/A
RESIDENTIAL DEVELOPMENT DEN	N/A
TOPOGRAPHY	Predominantly flat
TREES	None affected by the proposed development.
BOUNDARY TREATMENT	Shop unit fronts the highway.
SITE CHARACTERISTICS	3 storey building, shop unit at ground floor with residential above. Glazed shop font with existing fascia signage.
CHARACTER OF LOCALITY	Sited within Rustington Principal Shopping Area. Various uses of shop units within the high street. Varying types and styles of fascia and projecting signs to shop frontages.

RELEVANT SITE HISTORY

R/196/10/	Single storey extension to rear of retail unit	Approve Cond 15-10-2010
R/214/10/	New shopfront and entrance door	Approve Cond 18-11-2010
R/100/77/ADV	1 Fascia sign & 1 projecting box sign - internally illuminated	Apprvd/Cond ADV 25-05-1977

REPRESENTATIONS

Representations received:

Rustington Parish Council

No objection

Comments on Representations received:

Noted

CONSULTATIONS

WSCC Local Development Divis.

Consultations responses received:

County Highways:

No anticipated highway safety implications, informative suggested.

Comments on Consultation responses:

Noted.

POLICY CONTEXT

Designation applicable to site:

Principle Shopping Area

Built-up Area Boundary

DEVELOPMENT PLAN POLICIES

Arun District Local Plan:

[GEN2](#)
[GEN7](#)

Built-up Area Boundary
The Form of New Development

PLANNING POLICY GUIDANCE

PPS1
PPG19

Delivering Sustainable Development
Outdoor Advertisement Control

SUPPLEMENTARY POLICY GUIDANCE

XXX4

Supplementary Planning Guidance for
Advertisements.

POLICY COMMENTARY

ADVERT

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

ADVERTS

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 application seeks Advertisement Consent for 1No. internally illuminated fascia sign; 1No. internally illuminated projecting to the shop frontage and 1No. sign within the building set behind the glazed shop front together with a retractable awning.

The site is located within Rustington principal shopping area in which it is noted that there are various types and styles of signage to shop frontages, some are also noted to have existing awning's overhanging the highway.

The proposed signs would be internally illuminated at approximately 400 candelas per square metre.

The proposed awning would extend over the public highway maintaining a height of 2.5m above the public highway.

It is considered that the proposed signs and awning 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, County Highways do not consider that the proposal would result in highway safety implications.

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 400 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.

- 7 **INFORMATIVE:** Before the commencement of any operation, the applicant is advised to contact West Sussex County Council (Tel no: 01243 642105) to obtain a Section 177 License under the Highways Act 1980 to cover any structure that overhangs the highway.