Recommendation Report for Consent to Display an Advertisement(s)

REF NO: **R/95/15/A**

LOCATION: 1 & 3 Broadmark Lane
Rustington

PROPOSAL: Various illuminated & non-illuminated signage on the outside of the building at the front, side & rear

SITE AND SURROUNDINGS

DESCRIPTION OF APPLICATION	As above. The proposal is for internally illuminated lettering to the front and rear entrances. Signage would be added to West elevation above the entrance, to the East elevation above the main window and to the sides of the front entrance. The front and rear lettering would be 900mm high and the lettering to the sides would be 400mm high. The signs would be internally illuminated to between 18-22 lumens. A JC Decaux internally illuminated sign 1.3m wide by 2.7m high is also proposed adjacent to the rear of the building. The other signage that is included in the application is non-illuminated and relates to car parking, store opening times, graphics, and a dog stop.
SITE AREA	N/A
RESIDENTIAL DEVELOPMENT DENSITY	N/A
TOPOGRAPHY	Predominantly flat.
TREES	None of any significance affected by the proposed development.
BOUNDARY TREATMENT	Site boundaries are open to the south, east and west. Buildings adjacent to path to north.
SITE CHARACTERISTICS	Existing supermarket building with yellow brick elevations and tiled roof. No signage on store at present which is currently vacant. Limited signs in car park area.
CHARACTER OF LOCALITY	Town centre location. Mixed commercial/retail residential uses

RELEVANT SITE HISTORY

R/137/10/A	4No. externally illuminated fascia signs and 10No. Trolley Park and wall mounted board signs.	ApproveConditionally 31-08-2010
R/239/10/A	4No. illuminated fascia signs	ApproveConditionally 06-12-2010
R/100/15/A	19 No. non-illuminated signs at various locations within the site	ApproveConditionally 08-06-2015

REPRESENTATIONS

Representations received:

Rustington Parish Council

No Objection

Comments on Representations received:

None

CONSULTATIONS

Consultations responses received:

None

Comments on Consultation responses:

None

POLICY CONTEXT

Designation applicable to site:
Within Built Up Area Boundary
Class C Road
Principal Shopping Area

DEVELOPMENT PLAN POLICIES

Arun District Local Plan 2003: GEN7 The Form of New Development

PLANNING POLICY GUIDANCE

NPPF National Planning Policy Framework

SUPPLEMENTARY POLICY GUIDANCE

XXX4 Supplementary Planning Guidance for Advertisements.

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 site is located within the Principal Shopping Area, but outside the Primary frontage area. It therefore provides a complimentary role in the services offered by the retail centre. It is located at the end of the retail parade where shop signage is an integral part of the street scene.

Previous planning applications have been submitted to upgrade the appearance of the store prior to occupation by Waitrose. The premises are now empty, having been vacated by Co-op and renovation/conversion works are well underway.

The signs included in this application are located on the building. The proposed signage is mainly replacement of existing. The signs would be reasonable in extent, levels of illumination, size and position given the size of the supermarket and its town centre location. The JC Decaux sign would be located close to the rear elevation of the building and a reasonable distance from adjoining residential properties.

It is therefore recommended that Application Consent is 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 signs shall not exceed 22 lumens.

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