

**BR/43/06/A****ADVERTISEMENTS REPORT**

DESCRIPTION/ ADDRESS	- One non-illuminated poster sign Car Park, opposite Butlins day visitor entrance Corner of Gloucester Road/Promenade Bognor Regis
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**THE SITE AND ITS SURROUNDINGS**

DESCRIPTION OF APPLICATION	1 x non-illuminated sign fixed to timber-frame existing support by means of screws and positioned to front north elevation of public car park, consisting of brown timber framework and plywood board with county cream background. Block capital lettering in Oxford Blue, Royal Blue, and Black.
	To measure approximately; 1.83m in width, 0.82 in height with a 0.01 maximum projection, and a height to top of advertisement above ground of 3.13m
SITE AREA	0.03 square metres approximately.
RESIDENTIAL DEVELOPMENT DENSITY (NET)	N/A
TOPOGRAPHY	Flat
TREES	None affected
BOUNDARY TREATMENT	Front boundary defined by fencing approximately 0.1m in height and public footpath
SITE CHARACTERISTICS	Public car park
CHARACTER OF LOCALITY	Seafront location in town centre consisting of mix of residential properties and commercial premises.

**RELEVANT PLANNING HISTORY**

REFERENCE	DESCRIPTION	DECISION
None		

**REPRESENTATIONS RECEIVED**

SOURCE	SUMMARY OF CONTENT
Bognor Regis Town Council	No objection
LOCAL GROUPS	None
OTHER	None

**CONSULTATION RESPONSES**

CONSULTEE	SUMMARY OF RESPONSE
District Concessions	This sign is acceptable. However, as discussed the wording is not.

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**CONSULTATION RESPONSES**

CONSULTEE	SUMMARY OF RESPONSE
Officer	
District economic and Cultural Development	No comments

**POLICY CONTEXT**

DESIGNATION APPLICABLE TO SITE
Within Built-up Area Boundary

**DEVELOPMENT PLAN POLICIES**

West Sussex Structure Plan: DEV1, CH1 Arun District Local Plan : GEN7 Supplementary Planning Guidance - Advertisements.
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**PLANNING POLICY GUIDANCE**

PPS1: Delivering sustainable development PPG19: Outdoor Advertisement Control
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**POLICY COMMENTARY**

The above policies combine to describe the criteria against which the application will be assessed particularly with regard to visual amenity and public safety.
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**COMMENT ON CONSULTATION RESPONSES**

Concessions noted. However the wording of the advertisement is not under the control of the Local Planning Authority.
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**COMMENT ON REPRESENTATIONS RECEIVED**

Noted
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**ASSESSMENT OF PROPOSAL****DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND**

<p>Regulation 4(1)(a)(b) and 4(2) of the Town and Country Planning (Control of Advertisements) Regulations 1992 states:-</p> <p><i>"A local planning authority shall exercise their powers under these Regulations only in the interests of amenity and public safety, taking account of any material factors, and in particular:</i></p> <p>(a) <i>In the case of amenity, the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest, disregarding, if they think fit, any advertisement being displayed there;</i></p> <p>(b) <i>In the case of public safety:</i></p>
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**BR/43/06/A****ASSESSMENT OF PROPOSAL****DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND**

- (i) *The safety of any person who may use any road, railway, waterway, dock, harbour or aerodrome;*
- (ii) *Whether any display of advertisements is likely to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air.*

*In determining an application for consent for the display of advertisements, or considering whether to make an order revoking or modifying a consent, the local planning authority may have regard to any material change in circumstances likely to occur within the period for which the consent is required or granted."*

**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 purpose of the advertisement is to draw the attention of users of the public car park to the presence of a family oriented tourist business in a seaside resort. Since signage in a variety of colours and design is located within the immediate area, the proposed signage is not considered to have an adverse impact on public safety, nor would it be obtrusive in the street scene.

It is therefore recommended that Advertisement Consent should be granted, subject to the conditions set out overleaf.



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**RECOMMENDATION**

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**Approve Conditions**

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- 1 Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.  
Reason: As required by Regulation 13(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 1992.
  
- 2 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.  
Reason: As required by Regulation 13(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 1992.
  
- 3 Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.  
Reason: As required by Regulation 13(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 1992.
  
- 4 No advertisement is to be displayed without the permission of the owner of the site or other person with an interest in the site entitled to grant permission.  
Reason: As required by Regulation 13(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 1992.
  
- 5 No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).  
Reason: As required by Regulation 13(1)(a) of the Town & Country Planning (Control of Advertisements) Regulations 1992.

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- 6 In the event that the concession advertised on the advertisement shall cease to function, the advertisement hereby granted consent shall be removed permanently.

Reason: In the interests of visual amenity in accordance with policies DEV1, CH1 of the West Sussex Structure Plan and GEN7 of the Arun District Local Plan.