Expires 9/12/08.

Development Control – Delegated Officer Report

Application Number: ADC/0503/08 **Recommendation – Refuse Application**

Site: **Shoreham Airport Cecil Pashley Way Lancing Shoreham-By-Sea**

Proposal: **25 no. double sided advertising boards sited along perimeter road**

The Application

Consent is sought to display advertisements on chain link fencing that separates the north east corner of Shoreham Airfield from Cecil Pashley Way. This site is located within the boundaries of the Brighton, Hove and Worthing Municipal Airport which itself is sited within a designated countryside area in the Strategic Gap that separates Lancing and Shoreham-by-Sea. To the north is the A27 whilst to the east is the River Adur with Shoreham-by-Sea beyond. The proposed advertisements will sit on the east facing side of the chain link fence and will consist of 25 one metre wide double sided 'foamex' boards 1.1m in height set at alternate 45 degree angles to the fence such that 25 will be visible from the north and 25 from the south. They will stretch south for a distance of 330m from the north east corner of the site with a separation midway along opposite a car parking area on the east side of the road.

Consultations and Representations

Consultations/Comments

County Planning Officer (Highways) No objection.

Lancing Parish Council: Objects

Third Parties

Three objections have been received, two of which are from residents of Old Shoreham Road, Shoreham. Their grounds of objection are:

- The proposed adverisements are out of character with the historic airport, the appearance of the listed art deco control tower, and will damage the character of this pleasant part of Shoreham.
- The boards will do nothing to enhance the local views of the area, there are enough already in the area.
- The boards are too big and will look ugly, especially when viewed from along the river which is a beautiful and popular walk.
- They will distract drivers who already drive to fast along Cecil Pashley Way.

The South Downs Society have raised a strong objection. They note that, whilst not lying within the AONB, the boards will constitute an addition to the visual environment adjacent to the South Downs, whether as part of the landscape viewed by users of the Downs or as part of the foreground perceived from the Adur valley looking towards the Downs. The large array of advertisement hoardings would be alien to its purpose and would merely be an attempt to exploit its perimeter for pecuniary gain at the expense of the amenity of residents and visitors to the District.

Contributors

No representations have been received.

Relevant Planning Policies and Guidance

Adopted West Sussex Structure Plan 2001-2016 (WSCC 2005) (saved policies): LOC2, NE8, CH3, DEV1
Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1, AC1, AC4, AB16, AB17
PPS1 'Delivering Sustainable Development' (ODPM 2005)
PPS7 'Sustainable Development in Rural Areas' (ODPM 2004)
PPG19 'Outdoor Advertising Control' (DoE 1992)

Planning Assessment

Policies
The site is located within the designated countryside area of the District, bordered by the South Downs AONB to the north and the River Adur to the East. As it is part of the rural area of the District it falls under the Area of Special Control of Advertisements (in this instance under the County of West Sussex (Areas of Special Control) Order 1965 and Modification Order 1980), which requires a stricter degree of advertisement control in order to conserve the general visual amenity of the countryside.
Structure Plan policies LOC2 and NE8 require that development in the countryside should not be permitted unless it can be demonstrated to require a countryside location. Where permitted such development should result in substantial environmental enhancement without adversely affecting the amenity or character of the area. This is reflected in local plan policies AC1 and AC4 which also seek opportunities to conserve and improve the landscape and amenity of the strategic gaps and enhance their value as open countryside. Policy AC2 requires the protection of the visual quality and distinctive character of Areas of Outstanding Natural Beauty. Local Plan policy AB16 seeks to protect and enhance the important amenity value of the River Adur and as such development which adversely affects views along and across it between the Surry Hard and A27 will not be permitted.

With regards to business and industry sited outside the built up area (such as the Airport), policy AE18 will permit development in exception to policies AC1, AC2 & AC4 if it is demonstrated that the development is essential to the economic viability of the occupier of the entire site, is of a design and construction appropriate to the locality, and is unobtrusive within the landscape.
In terms of advertisement consent, Policy AB17 of the Adur District Local Plan states that the District Planning Authority will only grant express consent for advertisements which (a) respect the character and appearance of the surrounding area and (b) do not create a danger or hazard to public safety.

Visual Amenity
The boards will be located attached to east side of the existing 1.1m high chain link fencing that separates the airport from its perimeter road, Cecil Pashley Way. This fence provides clear views through to the airfield and is punctuated only by a minimal number of necessary safety signs. To the east is the flood embankment to the River Adur, on top of which is a towpath that provides for views across the airport, the river and into the AONB to the north. From this position the proposed boards will be clearly visible and will be obtrusive against the greenery of the rural backdrop, in places blocking altogether views into the airfield. Although the embankment will obscure the boards from the east side of the river, their proximity to the listed Old Shoreham Bridge is such that they will dominate views from the bridge across to the airport. It is therefore not considered that this proposal meets with the need to conserve the landscape and amenity of the strategic gap and countryside, as defined in local plan policies AC1 & AC4, and structure plan policies LOC2 & NE8.

Impact on the setting of the AONB
Although sited outside the area designated as the South Downs AONB, the proximity of the boards to the boundary will inevitably impact its' setting. When approaching the site from the south, be it via the perimeter road or by the towpath, the views into the AONB are dominated by extensive greenery with Lancing College beyond. The proposed boards will obstruct and overdominate this view, contrary to policy AC4. From the north, the airport is visible from the hills, particularly Mill Hill. Although some distance away it is still considered that the size and number of boards will be a visible and incongruous feature against the green backdrop of the airfield. This is enforced by the objections of the South Downs Society.

Other Matters
Policy AE18 states that, in certain circumstances, development in the countryside that is essential to the economic viability of business may be approved in contravention of policies AC1, AC2 & AC4. In this instance it is not considered that a total of 50 advertising boards are of essential economic need to over-ride the undoubted obtrusive impact they would have on the sensitive setting of the river, the wider countryside, and the AONB.

Recommendation

REFUSE on ground that :-

3ZAR 'The proposed advertising boards, by reason of their number, size and siting....

Case Officer:.....

Date: 20/11/08

PB 20/11/08