Development Management - Delegated Officer Report

Application Number: AWDM/1550/17 **Recommendation – Refuse Consent**

Site: **75 Upper Brighton Road, Sompting, BN15 0JQ**

Proposal: **5no. non-illuminated fascia signs to north, east and west elevations.**

Last visited: October 2017

Neighbours checked: Y

Additional neighbour notifications: N

Site, Surroundings and Proposal

The application site relates to a 2 storey property on the corner junction with Upper Brighton Road, and Busticle Lane Sompting. Upper Brighton Road, is a trunk road, and speeds at this stretch of road are 30mph, but only some 300m to the west the National speed limit applies. The traffic at this junction are controlled by lights.

The vehicular entrance into this site is quite close to the lights off Busticle Lane. The locality is predominantly residential, with bungalows being the norm.

Advertisement consent is sought for the display of 5no. non-illuminated fascia signs

- Sign 1 – positioned between the ground and first floor windows on the front (north) elevation measuring 7m x 0.75m
- Sign 2 – positioned on the east elevation approx. 4.7m above ground level. The sign measuring 2.7m wide x 1.2m high
- Sign 3 - positioned near the east side of the front (north) elevation approx. 3.4m above ground level. The sign measuring 2.7m wide x 1.2m high. (It should be noted that this sign is shown on an extension that has no planning permission to build).
- Sign 4 - positioned on the west side of the front (north) elevation the bottom of the sign being approx. 3.5m above the ground level. The sign measuring 2.7m wide x 1.2m high
- Sign 5 - positioned on the west elevation approx. 2.3m above ground level The sign measuring 2.7m wide x 1.2m high

It should be noted that:-

1. There are no plans submitted to show the depth of any of the advertisements, but the forms indicate the depth of them all to be 50mm;

2. The signs are shown to be erected on top of metal cladding that does not have an extant planning permission to erect; and
3. Sign 3 is shown to be erected on top of an extension that does not have an extant planning permission to erect.

Relevant site history

S/37/94/TP/15712 Internally-Illuminated Pole Sign At Front And Non-Illuminated Signs On Buildings & Wall (Existing Canopy & Signs To Be Removed) **Granted Consent 29.12.1994**

AWDM/1537/17 Single storey extension to north/east elevations; new metal cladding to south, east and west elevations. Conversion of first floor one bedroom flat into 2no. one bedroom flats. **Current**

Consultations

Highways England

Highways England has been appointed by the Secretary of State for Transport as strategic highway company under the provisions of the Infrastructure Act 2015 and is the highway authority, traffic authority and street authority for the strategic road network (SRN). The SRN is a critical national asset and as such Highways England works to ensure that it operates and is managed in the public interest, both in respect of current activities and needs as well as in providing effective stewardship of its long-term operation and integrity.

Highways England will be concerned with proposals that have the potential to impact on the safe and efficient operation of the SRN, in this case the A27.

Having examined the above referenced application, we recommend that the following conditions are included if you are minded to grant permission:

1. The signs hereby permitted will not be illuminated either internally or externally at any time.
2. The signs hereby permitted will not have any moving parts or seemingly moving parts.
3. The signs hereby permitted will not have any moving pictures/graphics or seemingly moving pictures/graphics.
4. The text used on the signs hereby permitted shall be of minimum 150mm character height.
5. No telephone numbers or email addresses shall be included on the sign face.
6. Any change in advertisement display shall be applied for in writing, to be agreed by the planning authority in consultation with Highways England.

REASON: To ensure that the A27 Trunk Road continues to be an effective part of the national system of routes for through traffic in accordance with

section 10 of the Highways Act 1980 and to satisfy the reasonable requirements of road safety.

Representations
None received

Relevant Planning Policies

Adur Local Plan 2017 : Policy 15
National Planning Policy Framework (CLG 2012)
National Planning Practice Guidance
Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Assessment

The determining issues relate to the effect of the advertisement(s) upon visual amenity and public safety.

Visual amenity

It is considered that the number of signs proposed on the building are excessive, particularly given that the site is within a residential area. It is noted that the signs are non-illuminated, but this does not invalidate the negative effect that the number of signs will have on the residential character of the locality.

It is the opinion of the LPA that one fascia sign to the front elevation and possibly up to one sign on each of the side elevations may be acceptable. Although the positioning of the signs on the elevations would have to be accordingly amended. They would need to be positioned at single storey level, with the one on the east elevation being considerably lowered or removed entirely.

However, an amended scheme is not presented at this stage, and thereby the decision will be based on the application as submitted.

Public Safety

The site is under the control of Highways England, who have assessed the signage and recommends that 6no. conditions are included if the LPA are minded to grant permission

Summary

A much reduced application of non-illuminated signs may well have been acceptable on this site, but the application before the LPA is considered to

represent an excessive and cluttered amount of signage within a residential area, which would be detrimental to the visual amenities of the residential area.

Recommendation

REFUSE for the following reason

The proposed advertisements, by reason of their number and positioning, would give rise to a cluttered appearance on the premises to the detriment of the visual amenities of the residential locality. The application is thereby contrary to Policy 15 of the Adur Local Plan and the relevant policies of the National Planning Policy Framework

Is recommendation contrary to letter(s) of representation? N

Case Officer: Eve Hearsey Date: 10.01.2018

Authorised by: Peter Barnett Date: 11 January 2018