

Appeal Decision

Site visit made on 8 April 2024

by John D Allan BA(Hons) BTP MRTPI

an Inspector appointed by the Secretary of State

Decision date: 19.04.2024

Appeal Ref: APP/C3810/Z/23/3335950

Rustington Golf Centre, Golfers Lane, Angmering, BN16 4NB

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
 - The appeal is made by Barratt David Wilson Homes against the decision of Arun District Council.
 - The application Ref A/197/23/A, dated 8 September 2023, was refused by notice dated 7 November 2023.
 - The advertisement proposed is the installation of 1 No. non-illuminated tri-board sign.
-

Decision

1. The appeal is allowed and consent for the installation of 1 No. non-illuminated tri-board sign as applied for is granted. The consent is for four years from the date of this decision and is subject to the five standard conditions set out in the Regulations and the following additional condition: -
 - 1) The advertisement hereby permitted shall be removed on or before the expiration of the period ending four years from the date of this consent.

Main Issue

2. The Council has raised no concern regarding the effect of the proposal on public safety. Given the sign would have no moving parts, that it would not be illuminated, that it would not mimic a road traffic sign, and that it would not be overly complex, I share the Council's view that the proposal would not have any effect upon highway safety that would be significant along the adjoining A259 by way of distraction or visibility reduction. The main issue therefore is the effect of the proposal on the visual amenity of the area.

Reasons

3. The proposal is to erect a non-illuminated 4m tall and 2.1m wide tri-board sign on a grass verge to the south side of a par 3 golf course, which is part of the larger Rustington Golf Centre, and north of the adjoining A259, a two-way stretch of dual carriageway at this point. The site lies within a wider area designated as an Area of Special Control for Advertisements which places additional restrictions on the display of advertisements. The area of the golf course immediately to the north of the proposed sign, and stretching east, was granted planning permission on appeal in October 2022 (Ref APP/C3810/W/22/3298192) for a residential development comprising 191 new homes and

associated works. At the time of my visit, I saw that preliminary works were underway on land to the eastern end of the development site. In June 2023, advertisement consent (Ref A/92/23/A) was given for various adverts at various locations associated with the residential development including seven flag displays at intervals along the A259 and a length of hoarding at the entrance to the golf centre and development site from a roundabout located east of the current proposed sign. I saw that the flag displays had been erected. One flag display would be adjacent to the proposed tri-board sign, the next nearest would be approximately 110m to the east.

4. The Council has described the character of the area being of mixed use. I agree. Land either side of the corridor of the A259 in the vicinity of the proposed sign varies along its length between verdant roadside verges, open countryside, a manicured golf course, and commercial retail uses with associated signage. Signage in the locality is not prevalent but neither is it alien. Furthermore, the landscape will inevitably change significantly as the development of new houses progresses. Given this context, a temporary, modest sized, non-illuminated advertisement that would be clearly associated with a new residential development in the background would not look out of place.
5. The Council is of the view that, when taken with the approved flag displays and hoarding, the proposal would result in an excessive, cumulative proliferation of advertisements. However, with the exception of the immediately adjacent flag display, there would be significant distance between the various adverts. Most significantly, the hoarding would be over 200m distance from the proposed tri-board sign. They would not be seen together in any meaningful context. The addition of the proposed sign would not contribute to any degree of accumulation that could be considered excessive beyond that which has already been deemed acceptable.
6. Paragraph 141 of the National Planning Policy Framework (as updated in December 2023) advises that the quality and character of places can suffer when advertisements are poorly sited and designed. Having viewed the site from various aspects along the A259, I am satisfied that the proposed display would not appear as poorly sited or poorly designed within the locality. Accordingly, I find that there would be no harm to the visual amenity of the area.

Conditions

7. Advertisement consent is given subject to the five standard conditions set out in the Regulations and it is not necessary for me to list them in my formal decision. The Council has not suggested any other conditions in the event I allow the appeal. Nevertheless, my attention has been drawn by the appellants to the limited period consent which was granted for the other advertisements associated with the adjoining residential development and the requirement for them to be removed after that period. In this instance my formal decision corresponds with the four-year period for which advertisement consent was sought. Given the specific nature of the proposed advertisement, in order to safeguard the character and appearance of the area I have imposed a condition that would require the advertisement to be removed after the period of consent has expired.

Conclusion

8. For the reasons given, I conclude that, subject to conditions, the display of the advertisement would not be harmful to amenity. The appeal is therefore allowed.

John D Allan

INSPECTOR