**Development Management - Delegated Officer Report**

**Application Number:** **Recommendation – Approve**
**AWDM/0507/12**

**Site:** **Lancing Business Park, Lancing**

**Proposal:** **Wayfinding signage incorporating road and premises directions across Lancing Business Park – 27 signs in total**

**Neighbours checked:** Y

**Additional neighbour notifications:** N

**Proposal, Site and Surroundings**

The proposal is for 27 no. non-illuminated (including a number of totem signs, 2.5m – 4m high) located around Lancing Business Park.

The signs are directional, mostly indicating miscellaneous directional information about the estate and where premises are located.

**Relevant site history**

**Consultations**

***Lancing Parish Council:*** *No objection*

***West Sussex County Council:*** The **Highways Officer** *was consulted previously on Highway Matters and issued response requesting four of the signs be removed.*

*Since this consultation they have been provided with further information from Legal Services and Structural Maintenance.*

*While WSCC, as highways authority, would not encourage placement of signage on public highway, the Area Engineer has indicated that he would be minded to grant the relevant licence.. As such, there are no overriding highways concerns.*

***Worthing and Adur Councils:*** The **Environmental Health** *officer requests full contamination land condition*

**Representations**

**Relevant Planning Policies**
Adopted Adur District Local Plan (ADC 1996) (saved policies): AG1, AH7
South East Plan (GOSE 2009): CC1, CC6, BE1, T4

**Planning Assessment**

***Principle***

Signs to aid the navigation of the business park are acceptable in principle.

***Public amenity***

The vast majority of the signs are located throughout the business park itself. Only two are to be positioned at the main entrance along Western Road, and these are replacement welcome signs.

Of all the signs the totems are most prominent, being large and noticeable. However these are located well within the business park and acceptable when viewed against the existing backdrop of widespread signage already adorning business units in the park. Their size is somewhat dictated by the size of text necessary to be read from a vehicle.

***Highway Safety***

The Highway Authority has assessed the visibility issues on all the proposed adverts. No objection has been raised.

Most of the signs are not positioned on the public highway, but at the edge of pavement on private land. The passageway of pedestrians would not be obstructed to an extent as to cause hindrance to wheelchairs and/or pushchairs.

Because the text of the signs would be readable from passing vehicles, the signage would help ease the current situation where drivers obstruct the street by stopping their vehicles on the road to find their way. This would improve highway safety.

***Contaminated Land***

Environmental Health has requested a full contamination condition that would entail the applicant undertaking a methodology statement.

However the ground works involved with installing the signage is minimal, and it would be onerous to insist on the survey of the entire business park compared to the risk.

On this basis, an informative would be sufficient to raise the applicant's awareness of this risk.

**Recommendation**

**APPROVE** for the reason:-

The proposed development would not detract from the local environment and can take place without resulting in unacceptable detriment to public amenity and/or highway safety. It would consequently not conflict with the saved policies of the Adur District Local Plan (AG1, AH7) or the policies of the South East Plan (CC1, CC6, BE1, T4)

**Subject to Conditions:-**

1. Standard 5 advert
2. Approved Plans

**Informatives**

*Before the commencement of any operation, the applicant is advised to contact West Sussex County Council (Tel no: 01243 642105 or email street.works@westsussex.gov.uk) to obtain a Section 177 Licence under the Highways Act 1980 to cover any structure that overhangs the highway & a Section 115 Licence to cover the signage placed on the public highway.*

*If during development, any visible contaminated or odorous material, (for example asbestos containing material, stained soil, petrol/diesel/solvent odour, underground tanks or associated pipework) not previously identified, is found to be present at the site, then no further development (unless otherwise agreed in writing with the Local Planning Authority) shall be carried out until it has been investigated by the developer. The Local Planning Authority must be informed immediately of the nature and degree of the contamination present and a method statement detailing how the unsuspected contamination shall be dealt with must be prepared and submitted to the Local Planning Authority for approval in writing before being implemented*

Case Officer: Matthew Porter Date: 2.7.12

Authorised by: Peter Barnett Date: 2 July 2012