Expires 17/3/08.

Development Control – Delegated Officer Report

Application Number: ADC/0036/08 **Recommendation – Permit Application**

Site: **Woolwich 48 - 50 North Road Lancing West Sussex**

Proposal: **Proposed signage**

The Application

The application site is the disused former Woolwich unit located on the east side of North road, Lancing. This application seeks permission for new internally lit fascia and hanging signage as part of the re-instatement of the unit as a Ladbrokes betting shop. The hanging sign will be 0.65 by 0.76 metres with white lettering at the base of the red finished board whilst the fascia will also be red finished with lettering on the southern side of the frontage.

Consultations and Representations

Consultations/Comments

Chief Environmental Health Officer No Objection.

Third Parties

No representations have been received.

Contributors

No representations have been received.

Relevant Planning Policies and Guidance

Adopted West Sussex Structure Plan 2001-2016 (WSCC 2005): LOC1, DEV1
Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved until adoption of the new Adur Development Plan): AG1, AB17

Planning Assessment

Policies

While it is recognised that a number of types of advertisement can be displayed without the express consent of the planning authority, 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. Policy DEV1 of West Sussex Structure Plan requires that development should be of high quality taking into account the need to integrate with and minimise conflicts between land-uses and activities.

Visual Amenity

The proposed signage is the standard corporate Ladbrokes lettering against a red background. The fascia sign will be sited on the southern section of the fascia with the 0.65 by 0.76m hanging sign off the northern section. The lettering is to be illuminated only although details as to the strength of illumination are not enclosed. It is noted that there are an abundance of similar hanging signs in the immediate area that have recently been approved. Although a central protruding section of the fascia is to be removed above the doorway it is not considered that this element is of sufficient design quality as to be retained.

This proposal thus does not conflict with local plan policy AB17.

Recommendation

APPROVE subject to:

1. Standard Advertisement Conditions 1-5
2. C2Aii
3. C2B
4. C2H

Case Officer:.....

Date:28/2/08.

PB 29/2/08