Expiry Date - 04/01/2012

Development Control – Delegated Officer Report

Application Number:
AWDM/0804/11

Recommendation – Approve Application

Site: **Unit 2 Chartwell Road Lancing Business Park Lancing**

Proposal: **9 no. non-illuminated fascia signs**

The Application

The application property is a former industrial building on Chartwell Road which has recently opened as a Go-Kart facility following the grant of planning permission earlier this year.

It is proposed to display non illuminated signs on the south-west and north west corners of the building. The signs comprise:

- TeamSport logo and Car Park signs on north west and south west corners each measuring 1.5m high and 5m wide (4 in total)
- TeamSport logo signs on both bays of the double-bay unit on the southern elevation, measuring 1.57m high and 6m wide
- A panel across the full width of one bay of the southern elevation of the building with various images of go-kart racing measuring 1.57m high and 15m wide
- Team Sport logo on the southern entrance doors measuring 1.9m high and 1.65m wide
- Logo on south facing window measuring 1.3m high and 2.88m wide

In total, 9 non-illuminated signs are proposed. In addition, the building has been partly re-clad with timber and black metal panels. At the time of the site visit, some of the signs were already being displayed.

Consultations and Representations

Consultations/Comments

None

Third Parties

No third party representations received

Expiry Date - 04/01/2012

Relevant Planning Policies and Guidance

Adopted Adur District Local Plan 1993 – 2006 (ADC 1996) (saved policies): AB17
PPG19 'Outdoor Advertising Control' (DoE 1992) & Circular 03/07

Planning Assessment

Planning Assessment

Policies

Policy AB17 states that consent will only be granted for advertisements which respect the character and appearance of the surrounding area and do not create a danger or hazard to pubic safety. This accords with advice in PPG19.

Visual amenity

The site lies within an established industrial estate where there is a proliferation of signage. The application building is not on the road frontage and is not particularly prominent. The proposed signage is non-illuminated and is not considered to be visually harmful in this setting.

Recommendation

APPROVE subject to :

Standard conditions 1-5

- This consent relates to the following approved plans received 9 November 2011:
  Location Plan (Drawing No. C6618.11.001 Rev A)
  Side Fascia Western Elevation, Northern End of Unit
  Front Fascia Southern Elevation
  Side Fascia Western Elevation, Southern End of Unit

Case Officer Peter Barnett Date 9 December 2011

9/12