DE 4/12
8/11/07

Development Control – Delegated Officer Report

Application Number: ADC/0605/07 **Recommendation – Permit Application**

Site: **1 The Parade Cokeham Road Sompting Lancing**

Proposal: **Internally-illuminated fascia sign and projecting sign**

The Application

The site is located within the residential built up area of Sompting within a parade of commercial and retail units at ground floor with residential above. Within the parade as existing there are a number of fascia and projecting signs of various designs and styles, some of which are externally illuminated.

Retrospective advertisement consent is sought for the existing externally illuminated fascia sign and for a box projecting sign which is internally illuminated. Which is located at a higher level than the fascia sign, to the northern side of the building.

Consultations and Representations

Sompting Parish Council: **-**

Third Parties: **-** No third party representations have been received.

Relevant Planning Policies and Guidance

Adopted West Sussex Structure Plan 2001-2016 (WSCC 2005): DEV1
Adopted Adur District Local Plan 1993-2006 (ADC 1996): AB17

Planning Assessment

Policies

Policy DEV1 of the West Sussex Structure Plan states that development should not be permitted unless the construction, layout, scale and appearance are of high quality, taking into account the need to minimise potential conflict between land uses and activities.

Policy AB17 of the Adur District Local Plan states that consent for advertisements will only be granted for advertisements which respect the character and appearance of the surrounding area and do not create a danger to public safety.

Visual Amenity

The signage as existing is clearly visible within the street scene however it is considered that there will be no adverse impact. The site is within a commercial parade surrounded by other retail and commercial properties. There are a number of illuminated and non-illuminated fascia signs within the parade. The size, scale and siting of the signage and the level of illumination is not considered to be out of keeping in this locality. The existing signage is therefore considered to comply with part (a) of Policy AB17 of the Adur District Local Plan.

Amenity and Public Safety

As stated above there are residential properties surrounding the site on the opposite side of the highway and above at first floor level of the building. However due to the commercial nature of this locality and the existing similar signage within close proximity to the site it is not considered that there will be any adverse impact on the residential amenities of the occupiers of the surrounding properties.

There will be no danger or hazard to public safety as a result of this replacement signage. It is therefore considered that the application complies with part (b) of Policy AB17 of the Adur District Local Plan.

Recommendation

APPROVE

Advertisement standard conditions 1-5.

J Barker. 8/11/07