Expires 26/7/07.

Development Control – Delegated Officer Report

Application Number: ADC/0311/07 **Recommendation – Permit Application**

Site: **57 - 59 Test Road Sompting Lancing West Sussex**

Proposal: **Replacement front fascia sign, green background with blue and white lettering, the lettering to be internally illuminated**

The Application

The application site is part of a terrace of four units with flats above located on the corner of Test Road and Hamble Road, Sompting. It is an Alldays convenience store that occupies the southern three of the units. This parade of shops is set aside within the Local Plan as a defined 'neighbourhood shopping facility'.
The proposal is to replace the blue signage of the 'Alldays' convenience store with the wording 'The Co-operative Food' on a lime green background. The lettering will be predominantly blue with the words 'Co-operative Food' internally illuminated to a candela not exceeding 400ca/m².

Consultations and Representations

Consultations/Comments

Chief Environmental Health Officer	No Objections.

Third Parties

No.80 Test Road raise No Objection.
Flat 16, Hamble Court raise No Objection.
Sompting Parish Council raise No Objection subject to the roller shutters being removed before the new signage is installed.

Contributors

No representations have been received.

Relevant Planning Policies and Guidance

Adur District Local Plan: AG1, AB17, AB20
West Sussex Structure Plan: DEV1

Planning Assessment

There are no serious planning concerns with this proposal.

The size of the fascia sign will be 0.9 metres high and 15.75 metres in width, identical to a previously application approved under S/84/04. This application was also for 'Co-op' signage that was more layered with additional product text on blue and yellow backing. The current proposal is for simple blue 'The Co-operative Food' lettering on a basic lime green backing. It is less obtrusive within the locality than old styling and does not cause any additional detriment to the surrounding properties. It therefore accords with policies AB17 and AB20 of the Local Plan.
Sompting Parish Council are concerned that no mention is made with regard to the roller shutters that current protrude from the 'Alldays' fascia. These shutters were refused planning permission in April 2007 following a retrospective application. They have yet to be removed. A condition is attached securing their removal and requesting a formal application should the applicants wish to erect a replacement security shutter in the future. ← see below

Recommendation

APPROVE subject to:

1. Standard advert conditions 1-5
2. C2Ai: '...not exceed 600 candela per square metre and shall be of a non-intermittent type.'
3. C2B: (illumination restricted to business hours)
4. C2D: (removal of existing adverts)
5. C2H: (lettering only to be illuminated)
6. The existing unapproved box shutters shall be removed prior to display of the proposed signage and shall not be replaced without the prior permission of the Local Planning Authority on an application in that behalf. **Reason**: In the interests of amenity and to comply with policies AB20 of the ADLP and policy DEV1 of the WSSP.

Case Officer:.....

Date: 6/7/07.....

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