Development Management – Delegated Officer Report

Application Number: AWDM/1478/24 Recommendation: Approve

Site: Land North West Corner Of Dankton Lane, Sompting

Proposal: Billboard sign to advertise new housing at the junction of Upper Brighton Road and Dankton Lane

Date of Site Visit: 16 December 2024

Neighbours Checked: Y

Additional neighbour notification: N

Proposal, Site and Surroundings:

The application site comprises a grass verge on the south side of the A27 Sompting By-Pass at the junction with Dankton Lane. It is proposed to install a billboard sign to advertise the new housing development currently under construction at West Sompting (Malthouse Meadows). The sign measures 4.9m wide and 2.4m high and will be fixed to posts resulting in an overall height above ground level of 4.4m. It will not be illuminated.

Planning History:

AWDM/0323/19 - Hybrid planning application for up to and including 469 homes comprising: (1) Outline planning permission (all matters reserved with the exception of access) for the erection of up to and including 373 dwellings, community orchard/growing space, non-vehicular links between the site and Worthing, traffic calming measures, associated landscaping, open space/recreation areas, ecological enhancements including improvements and extension to Cokeham Brooks Local Wildlife Site, and all other associated development works. (2) Full planning permission for 96 dwellings (part of the overall 469 dwellings comprising 2 no. 1-bed, 37 no. 2-bed, 40 no. 3-bed and 17 no. 4-bed homes, including 30% affordable housing) and all other associated development works, provision of formal playing pitches (Phase 1). (3) Change of use of land south of Hamble Recreation Ground to community/education and agricultural/horticultural uses associated with a new Community Farm. (Development site includes Land West of Dankton Lane leading from the East of Upper Brighton Road Sompting) - approved

AWDM/1322/24 - Application for Approval of Reserved Matters for Phase 2 following hybrid planning permission AWDM/0323/19. Details regarding the scale, layout, appearance, access and landscaping for the erection of 91 dwellings (including 30%

affordable housing), a pocket park, car parking, a pumping station, a community orchard and community storage and welfare building (Phase 2 relates to land west of Dankton Lane and north of West Street) - under consideration

Consultations:

National Highways: We have no objection to this proposal. However, if the applicant wishes to illuminate the advertisements, then we would require a Condition to be attached to planning permission, if granted, requiring that the maximum lighting level for any advertisements or similar structures or apparatus on the site hereby consented shall be 600 candelas, and from sunset to sunrise shall not exceed 300 candelas.

Sompting Parish Council: The Council has no objection to this application. They understand this should only be a temporary sign until the development is complete.

Representations

None received

Relevant Planning Policies

Adur Local Plan 2017 Policy 15
National Planning Policy Framework (December 2024)

Planning Assessment

Visual amenity

The sign, by its nature, will be a large feature to direct drivers to the site. It will be seen against a backdrop of small trees and vegetation which will help to reduce its visual impact to some extent. While there are street lights close by, it is not considered that illumination is necessary or desirable and a condition is to be included to prevent this. A 5 year temporary approval is also recommended to ensure that it does not become a permanent feature.

Public safety

National Highways have no objection to the sign on safety grounds.

Recommendation

APPROVE

Subject to Conditions:-

1. Approved Plans
2. 5 year temporary
3. No illumination
4. Standard advert conditions

Is recommendation contrary to letter(s) of representation N

Case Officer: Peter Barnett Date: 17 December 2024

Authorised by: Louise Prew Date: 17/12/2024