10/4/07

Development Control – Delegated Officer Report

Application Number: ADC/0086/07 Recommendation - Permit

Site: **Boots 27 - 29 North Road Lancing West Sussex**

Proposal: **Replacement fascia sign and projecting sign (part-illuminated)**

The Application

The site is located within the built up area of Lancing within the main shopping area. The site is surrounded by shops and other commercial premises at ground floor level with some residential properties above.

As existing there are fascia signs and a projecting sign at the property, the projecting sign is currently illuminated. Advertisement consent is sought for replacement fascia signage and a replacement projecting sign. The projecting sign and part of the fascia sign is to be illuminated.

Consultations and Representations

Lancing Parish Council: No objection

Relevant Planning Policies and Guidance

Adopted West Sussex Structure Plan 2001-2016 (WSCC 2005) : DEV1
Adopted Adur District Local Plan 1993-2006 (ADC 1996): AG1, AB17
The Adur Development Plan: Submission Core Strategy 2006-26 (ADC 2007): STC1, STC2

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 conflicts 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 proposed signage will be clearly visible within the street scene however it is considered that there will be no adverse impact. The site is within a

shopping area surrounded by other retail and commercial properties. There are a number of illuminated and non illuminated fascia and projecting signs within the locality. There will be increased illumination at the site than existing however it is not considered that this will be out of keeping in this town centre location. The level of illumination proposed is to be less than 900 The proposal is therefore considered to comply with part (a) of Policy AB17 of the Adur District Local Plan.

Residential Amenity and Public Safety

As stated above there are some residential properties within the town centre above ground floor level. However due to the existing signage within the surrounding area and the commercial nature of this location 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

Signed V Baker Dated 19/3/07

19/3