Development Control – Delegated Officer Report

Application Number: AWDM/0795/11 Recommendation – APPROVE

Site: **Eastern Sands Caravan Park, 100 Brighton Road Lancing BN15 8LW**

Proposal: **Installation of 2 flags on poles and 3 free-standing non-illuminated sign boards (2 x V boards and 1 single board) on poles (part retrospective)**

The Application

The application as seeks express consent for the following non-illuminated signs:-

On the road frontage:-

- a 'V' formation sign on 3 posts (3m high) with 2 aluminium/plastic signboards on each side (the upper signs being 1.2m wide by 0.9m high; and the lower ones 1.2m wide by 0.6m high). It states 'Eastern Sands' with a coloured logo, etc on the upper ones and 'New Development' with 2 coloured pictures on the lower ones and both have a white background with black lettering.

NB. the applicant has agreed to delete the 2 proposed 5.4m high flagpoles, each with a single flag stating 'Eastern Sands', positioned 13m apart.

Facing the seafront path and cycleway:-

- 2 proposed 5.4m high flagpoles each with a single flag (1.6m by 0.9m) stating 'Eastern Sands' in black and the coloured logo on a white background. These would be located with one at either end of the frontage, 135m apart.
- a 'V' formation sign on 3 posts (3.5m high) with 2 signboards on each side (1.2m wide by 0.9m high). It states 'Eastern Sands' with a coloured logo, etc on a white background with black lettering. It is positioned in the centre of the sea frontage.

On the eastern side of the site:-

- a signboard (1.2m wide by 0.9m high) on 2 posts (3.4m high), adjacent to the internal access road.

Consultations and Representations

Lancing Parish Council:

Third Parties: No comments received.

Relevant Planning Policies and Guidance

Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AB17
PPG19 'Outdoor Advertisement Control' (DoE 1992)
Circular 03/2007 'T&CP Control of Advertisements Regulations' (DCLG 2007)

- an existing signboard (1.2m wide by 0.9m high) on 2 posts (3.4m high), adjacent to the internal access road on the eastern side of the site.
- 2 proposed 5.4m high flagpoles each with a single flag (1.6m by 0.9m) located with one at either end of the seaward frontage.

R. In the interests of amenity and the avoidance of doubt.

Signed: Keith Morgan Date: 2 February 2012