Development Management - Delegated Officer Report

Application Number: AWDM/1543/15 **Recommendation – Approve**

Site: **Drumconner Rest Home**

Proposal: **Retrospective 1 external illuminated flat board mounted sign and two internally illuminated flat board adverts mounted in a V-shape**

Date of site visit: 10-11-15

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to a nursing home building that has been the subject of various previous extensions. The advertisements consist of two signs on the road frontage, one freestanding 'v' sign and one board sign attached to an exposed wall. All are externally illuminated. The application is retrospective.

Relevant site history
None recently relevant to adverts

Consultations (summarised)
Southern Water: *No objection*
Lancing Parish Council: *No objection*

Representations (summarised)
None

Relevant Planning Policies
National Planning Policy Framework (CLG 2012)
Advertisement Regulations

Planning Assessment

Principle

Adverts on this site are acceptable in principle

Visual amenity

Although this is the singular example of signage on this immediate stretch of a road that has a residential character, its moderate size and scale means it is not visually obtrusive when set against the backdrop of the nursing home building.

It is physically removed from neighbours to have any impact on residential amenity.

Highway Safety

The size of the signage and its illumination is discreet, and not a distraction to highway users.

Recommendation

APPROVE

Subject to Conditions:-

1-6 Standard
7 Approved Plans

Is recommendation contrary to letter(s) of representation? N

Case Officer: Matthew Porter Date: 07-12-2015

Authorised by: Peter Barnett Date: 8 December 2015