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ADUR & WORTHING PLANNING SERVICES	
PLAN	AWDM/1543/15
DATE VALID	27 OCT 2015

21 October 2015

Dear Sirs

Drumconner Rest Home, 15 Brighton Road, Lancing

Please accept this letter and accompanying plan as an application for advertisement consent for the display of illuminated advertisements at the above site.

Please find enclosed a copy a cheque for £110 in respect of the above application for consent to display illuminated adverts.

All other documents have been submitted through the Planning Portal, and comprise:

- Application Forms
- Drawing 577/09 - Location and Site Plan

This letter sets out a description and photographs of the signs, and confirms that the visual impact and impact on safety of these signs is minimal and therefore accords with the following policies:

Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AB17

The Site

Drumconner is a long established nursing home on the north side of the A259 Coast Road in Lancing. The site is not in a conservation area and there are no listed buildings on the site or in its vicinity.

The application:

Following our recent email correspondence with Tracey Consterdine of your Enforcement Team, this application seeks retrospective consent for the following advertisements:



Advert 1



Above – Advert 1

Advert 1 is a flat board mounted on the driveway wall of the property facing west.

It is illuminated by a 40w Fluorescent tube in an external housing.

This gives an intensity of illumination of 250 c/m2.

The sign measures 1m high by 1.2m wide.

Adverts 2 and 3



Above – Adverts 2 and 3

Adverts 2 and 3 are flat board adverts mounted in a V-shape on the front garden of the property facing east and west.

They are each internally illuminated by 40w fluorescent tubes which gives an intensity of light in the white parts of the illuminated area of 150 c/m2

The signs measure 1m high by 1.2m wide each .

Visual Amenity

The signs are located in an urban area adjacent to the well lit and busy A259 Coast Road. This is considered to be either Zone E3 -Medium district brightness areas (e.g. small

town centres, urban locations) or Zone E4 High district brightness areas (e.g. city and town centres with high levels of night time activity); as set out in the WSCC advice on advertisement illumination.

The signs all provide information relating to the nursing home property at which they are displayed.

The trough light which illuminates sign 1 is unobtrusive and does not cause any light to spill out beyond the sign.

The internal illumination of signs 2 and 3 is of a very low level of luminance and is not obtrusive in views of the site or the wider street scene.

The illumination levels of the signs are well within the recommended levels and are appropriate for this location next to a busy road.

Highway Safety

The signs do not overhang the highway and do not cause any obstruction to the footway. The signs are illuminated at a level of luminance that complies with the WSCC guidance and they are static lights (not flashing or moving) which cause minimum distraction to drivers.

Summary

For the reasons set out above signs preserve both the visual amenities of the area and highway safety.

In the light of the above, we trust that officers will be able to recommend approval of the application.

If you require any further information or clarification please do not hesitate to contact us on 01273 413700.

Yours faithfully

Lewis & Co Planning South East Limited