**Expiry Date – 14.7.16**

# Development Control – Delegated Officer Report

**Application Number: AWDM/0744/16 Recommendation – Refuse**

**Site:** 215 Brighton Road, Lancing

**Proposal:** **Retrospective application for non-illuminated metal frame with vinyl banner sign**

Neighbours checked: Y

Additional neighbour notifications: Y

Date of Site Visit: 24.6

## Site and Surroundings

This application relates to a car wash on the north side of Brighton Road just east of Old Salts Farm Road. The car wash has been existence for about 10 years before which the site was occupied by a petrol filling station. In the last 18 months the car wash has changed hands and is now operated by Imo.

The car wash is surrounded by residential properties. It is not in a conservation area. In front of the building is a deep verge to the Brighton Road pavement which is part of the site.

Brighton Rd is a busy arterial road (A259) and the site is very prominent form this due to the open frontage.

## Proposal

Permission is sought to retain a banner sign erected on a 9 m long metal frame at the back edge of the green area within the site. The frame is 1.5 metres high and is coloured green.

## Relevant Planning History

AWDM/0743/16 – Retrospective application for single cantilevered canopy and waiting shelter to south elevation of car wash - current

L/93/02/TP – Redevelopment of petrol filling station/car wash with new enclosed car wash (with external vacuum, tyre and screenwash bays) and closure of western access to vehicles. Granted 5.12.02

L/21/03/TP – Internally illuminated signage on proposed car wash(including replacement gantry sign at front). Consent granted 20.3.03

**Consultations**

Highways –*' With regards to non-illuminated signage applications, we currently have a standing agreement with all of our Districts which states that non illuminated signage and flags/ flag poles erected on private land do not require consultation from West Sussex County Council for highway matters.'*

**Representations**

None received.

**Relevant Planning Policies and Guidance**

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)
Saved Adur Local Plan policies AG1, AB17
The National Planning Policy Framework 2012

**Planning Assessment**

**Principle**

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) made pursuant to section 220 of the Town and Country Planning Act 1990 (as amended) provide that we should consider the application having regard to: the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material, and any other relevant factors.

Factors relevant to amenity include the general characteristics of the locality including the presence of any feature of historic, architectural, cultural or similar interest. In considering amenity, the Committee may, if it thinks fit, disregard any advertisement displayed.

Factors relevant to public safety include the safety of persons using any highway, railway, waterway, dock, harbour, or aerodrome; whether the advertisement display is likely to obscure or hinder the ready interpretation of a traffic sign or any security device.

Express consent for the display of advertisements may not contain any limitation or restriction relating to the subject matter, content or design, unless necessary in the interests of amenity or public safety.

***Amenity***

The banner sign has been erected at the back edge of the swathe of grass in front of the car wash. It is 9 metres long and 1.5 metres tall. It is green metal framed and has a plastic advert strung through it. At the time of the site visit the banner was not displaying

the ‘Attended Car Wash’ advert shown in the application. Attended Car Wash is displayed in large letters in the apex of the building and again on approach to the car wash entrance.

The banner sign is large and very prominent in this open and heavily trafficked (by pedestrians and vehicles). It is, in itself, unsightly and it would appear an unnecessary addition to this streetscene. In this largely residential area this large additional banner sign represents clutter and spoils the landscaped setting of this site.

***Public safety***

The Highway Authority has not raised an objection to the sign. It is not obstructing sightlines at the entrance of the site. No public safety issues are affected.

**Recommendation REFUSE** for the following reason:

1. The banner sign, by reason of its excessive size and prominent position on a busy arterial road in a predominantly residential area and due to its overdominant appearance and intrusiveness within the street scene, is harmful to the appearance of the area. It is contrary to The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended), saved Adur Local Plan policies AG1 and AB17and the National Planning Policy Framework.

***Informative***

1. The Local Planning Authority has acted positively and proactively in determining this application by identifying matters of concern with the proposal and determining the application within a timely manner, clearly setting out the reason(s) for refusal, allowing the Applicant the opportunity to consider the harm caused and whether or not it can be remedied by a revision to the proposal. The Local Planning Authority is willing to meet with the Applicant to discuss the best course of action and is also willing to provide pre-application advice in respect of any future application for a revised development.

Is recommendation contrary to any representations? N

Case Officer signed: MOK Date: 20.7.16

Authorised and signed by: PD Date: 21.7.16