Development Control – Delegated Officer Report

Application Number: ADC/0154/10 Recommendation – APPROVE

Site: ASDA, South Street, Lancing BN15 8AG

Proposal: 3 non-illuminated car park signs (one post-mounted, 2 wall mounted)

The Application

The application is to install 3 additional signs each measuring 0.42m wide and 0.6m high stating that the customer car park has a maximum stay of 2 hours and will be locked at 11pm. The signs will be blue, green and white in colour and comprise:-

- a double-sided sign on a stainless steel pole (7m west of the proposed vehicular barrier and on the north side of the roadway) 1.4m in overall height above ground level;
- a wall-mounted sign (on the boundary wall on the south side of the proposed barrier); and
- a wall-mounted sign on the rear of the building (adjoining the path on the north side of the building), below an existing small sign.

Consultations and Representations

Lancing Parish Council: No objection

Third Parties: No comments received.

Relevant Planning Policies and Guidance

Adopted Adur District Local Plan 1993–2006 (ADC 1996) (saved policies): AB17, DP.AS2
PPG19 'Outdoor Advertising Control' (DoE 1992) & Circular 03/07

Planning Assessment

The site is identified for shopping development. Policy AB17 of the Local Plan states that express consent for adverts will only be granted if they respect the character and appearance of the surrounding area and do not create a danger or hazard to public safety.

The signs provide a warning to users of the car park. They are well-designed and of appropriate size. They would not cause unacceptable clutter nor have any significant adverse effect on visual amenity. They would have no adverse effect on public safety.

Recommendation

APPROVE subject to standard advertisement conditions 1-5

Case Officer..... Date.....