Expiry Date - 23/07/2010

Development Control – Delegated Officer Report

Application Number: ADC/0158/10 **Recommendation – Permit Application**

Site: **92 Manor Road Lancing West Sussex BN15 0HD**

Proposal: **Internally-illuminated free standing double-sided advertisement display unit at front (retrospective)**

The Application

The application relates to the raised forecourt of a shop (Fircroft News) located on the north-east side of the junction of Manor Road and Lynchmere Avenue.

Retrospective permission is sought for an internally illuminated free-standing double sided, advertisement which is 2.5m in height, by 1.3m wide, by 0.175m in thickness. The display case of the sign allows for poster style advertisements which are 1.15m wide, by 1.75m in height to be displayed, on either side of the sign. The sign is located 5m from the west elevation of the building, with the two advertisements facing east and west.

Attached to the east side of the building is another shop at ground floor level (Lancing Oriental Chinese Take Away). Further to the east, set back behind a small car park are No's 76 – 86 Manor Road, a parade of six other shops.

Consultations and Representations

West Sussex County Council: The Highways Officer has considered the application by means of a desktop study. Upon inspection of the plans he concludes that the sign does not appear to be in a location where it could obstruct the highway. There would be no highway objection to this advertisement providing it does not exceed 1200 cd.m2.

Lancing Parish Council: No objections.

Third Parties: There have been no third party objections to the proposals.

Relevant Planning Policies and Guidance

Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1, AB17
PPS 1 'Delivering Sustainable Development' (ODPM 2005)
PPS4 ' Planning for Sustainable Economic Growth' (DCLG 2009)

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Planning Assessment

Policies
Local Plan Policy AB17 states that express consent for advertisements will only be granted where they respect the character and appearance of the surrounding area, and they do not create a danger or hazard to public safety.

Affect on the character and appearance of the surrounding area
The sign is located directly in front of the main shop windows of the application site and the adjacent neighbour, where there is advertising at fascia level and on the surround of the main window. Given the overall commercial context of the site it is not considered that the advertisement appears out of character or unduly detracts from the appearance of the shop.

Public safety
The proposed advertisement would be located away from the public highway and the level of illumination is proposed to be 658 cd/m, which is considered to be satisfactory. It would be sited off of the designated pedestrian footpaths and would therefore not cause a distraction to highway users or a danger to pedestrians.

Recommendation

1-5 Standard Advertisement conditions

6. C2Ai

Case Officer Carlos Hone Date 21.06.10

[redacted]