Development Management - Delegated Officer Report

Application Number: **AWDM/1595/13**

Recommendation – Approve

Site: Street Record, Rectory Farm Road, Sompting

Proposal: Single sided post mounted sign to entrance to 'Rectory Farm Road Business Park'

Date of site visit: 4 February 2014

Neighbours checked: Y

Additional neighbour notifications: 4/2/14 – 5 Rectory Farm Road, Flats 37-54 Millfield

Proposal, Site and Surroundings

The site relates to a grass verge to the west of the vehicular entrance to Rectory Farm Business Park on the north side of Rectory Farm Road There are the remains of a former pole mounted sign in the grass verge currently. Outside of the business park, the character of the area is predominantly residential with flats to the east and semi detached houses to the south.

Consent is sought for single sided post mounted sign to display the name of the business park, a map and the corresponding tenant business names as well as the management name and logo at the base of the display area. The overall dimensions of the sign would be 1.78 metres in width, 2.8 metres in height from ground level and 0.25 metres in depth. No illumination is proposed.

Relevant site history
None relevant

Consultations
Sompting Parish Council supports the application

Representations
None received

Relevant Planning Policies
Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1, AB17
National Planning Policy Framework (CLG 2012)

Planning Assessment

The determining issues relate to public safety and impact on visual amenity.

The size and positioning of the noticeboard appears appropriate in the context of the business park where it would be relatively isolated from dwellings on

this grass verge to the west of the entrance and so would not be viewed against a purely residential context. The proposed sign would not result in any significant harm to the visual amenities of the site or surrounding area.

This is a non-illuminated advertisement and is considered acceptable from a highway safety perspective.

Recommendation

APPROVE
Subject to Conditions:-

1. Standard advertisement conditions 1-5
2. Drawing numbers
   Unnumbered proposed signage scheme elevation drawing and photo deposited 23 December 2013
   Drawing number L101 entitled 'Location Plan' deposited 23 December 2013
   Drawing number S101 entitled 'Site Plan' deposited 23 December 2013

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

Case Officer: Rebekah Smith Date: 21 February 2014

Authorised by: Peter Barnett Date: 24 February 2014