Development Management - Delegated Officer Report

Application Number: **AWDM/1392/12**

Recommendation – Approve

Site: Playground, Westbrook Way, Southwick

Proposal: Single sided notice board for display of interchangeable notices/advertisements

Date of site visit: 8 January 2013

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The site relates to a playground within a modern residential estate, fronting onto the south side of Westbrook Way with the rear/side gardens of No. 37 and No. 34 backing onto the playground. There is a pedestrian walkway to east and more houses beyond and on the opposite side of the road.

Consent is sought for a notice board to display interchangeable notices and advertisements. The notice board would be sited adjacent to the northern edge of the playground close to the existing pedestrian access. The notice board would measure 1m by 0.75m by 0.3m in depth and would be fixed to posts measuring 2.6 metres in height, this being the total height to the top of the notice board from ground level.

Relevant site history
None relevant

Consultations
None

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 playground and advertisements and notices enclosed within and limited

to the notice board 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

Informative:
The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and subsequently determining to grant advertisement consent in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

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

Case Officer: Rebekah Smith Date: 21 January 2013

Authorised by: Peter Barnett Date: 21 January 2013