Expires 26/6/08.

Development Control – Delegated Officer Report

Application Number: ADC/0236/08 **Recommendation – Permit Application**

Site: **Sussex County Football Association Culver Road Lancing West Sussex**

Proposal: **Proposed sign on fascia of stand**

The Application

The application site is the Sussex County Football Association Headquarters on Culver Road, Lancing. This application seeks permission to add 47 aluminium advertisement boards to the north facing fascia of the main stand. These boards will be 1.4 metres in width, 0.7 metres in height, non-illuminated and will contain blue plastic lettering on the central 8 panels spelling 'Sussex County Football Association'. The remaining boards will be left blank with the plastic lettering for sponsors to be confirmed at a later date.

Consultations and Representations

Third Parties

No representations have been received.

Contributors

No representations have been received.

Relevant Planning Policies and Guidance

Adopted West Sussex Structure Plan 2001-2016 (WSCC 2005): LOC1, DEV1
Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved until adoption of the new Adur Development Plan): AG1, AB17

Planning Assessment

Policies

While it is recognised that a number of types of advertisement can be displayed without the express consent of the planning authority, Policy AB17 of the Adur District Local Plan states that the District Planning Authority will only grant express consent for advertisements which (a) respect the character and appearance of the surrounding area and (b) do not create a danger or hazard to public safety. Policy DEV1 of West Sussex Structure Plan requires that development should be of high quality taking into account the need to integrate with and minimise conflicts between land-uses and activities.

Impact on Amenity

The advertising boards will be sited on the north facing fascia of the main stand and will be non-illuminated. The nearest properties are sited over 100 metres to the east and west and will only see the boards from an oblique angle. This proposal will thus not impact on residential amenity.

The boards will initially be left blank with the exception of the central 8 which will be off-white with blue plastic lettering. These will not be detrimental to the appearance of the area. Clearly the blank boards will be filled at some stage with plastic sponsor lettering. Whilst these could be in many colours they will again be non-illuminated and, given the modest 0.7 metre high fascia and large distances to nearby properties are unlikely to cause detriment to ~~the~~ their amenities. It could be possible to clutter the boards with many signs of varying shapes and finishes, the product of which would be detrimental to the modest appearance of the site. A condition is attached limiting the number of advertisements permitted at any one time to 5 with details to be agreed with the LPA prior to implementation. Thus a degree of control will be retained over the use of these boards.

This proposal will thus accord with local plan policy AB17.

Recommendation

APPROVE for reason that :-

1PPi 'The proposed advertisements....ADLP (AG1, AB17) and the WSSP (DEV1).'

Subject to:

1. C1Ci
2. Standard Advertisement Conditions 1-5.
3. The fascia advertising boards hereby approved shall be used for the display of no more than five advertisements at any one time, with details of each to be submitted to and approved in writing by the Local Planning Authority prior to installation.

X Reason: In the interests of amenity and to comply with Policy AB17 of the ADLP and DEV1 of the WSSP

Case Officer:.....

Date: 19/6/08.

PB 20/6/08