Development Management - Delegated Officer Report

Application Number: AWDM/1398/21 Recommendation – APPROVE

Site: 135-137 South Street, Lancing, West Sussex

Proposal: Advertisement consent for 7no. Fascia Signs (4no. externally illuminated with trough lighting), Window Vinyls , 4 x Poster Cases

Date of site visit: No visit use of google maps

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application site is a ground floor premises on the east side of South Street near to the seafront. It is vacant and was previously used for car sales. There is currently an application being considered for Change of Use to a convenience store (AWDM/2085/21). This application is for advertisement consent for the shopfront providing fascia signs, three of which are externally illuminated with trough lighting, window vinyls and poster cases. The site is within the town centre boundary and within the secondary shopping frontage.

Amended plans have been received following officer's advice that the window vinyls needed to be reduced to limit the coverage of the shop front. The amended plans show the vinyls removed from the entrance door and the glazing either side to allow the inside of the shop to be visible.

Lancing Parish Council: - No objections but Council wish the neighbours comments regarding the consideration of the lights after closing to be taken into account.

Representations

3 representation have been received from 5 Chelmer House, South Street, Flat 26 Sunbeam, 164 South Street and another local resident making the following comments: -

- Noise and light pollution.
- Consideration to adjoining properties.
- Congestions to roads
- Hours of opening
- This application is not for signage but change of use.
- Highway safety, traffic and parking an issue.
- Deliveries, refuse will create inconvenience, noise, smell, an unpleasant outcome for those living near the site.
- Air pollution.
- The proposal is an improvement on the current fascia.
- Opening hours late

- Concerned over illumination all night all lighting should be switched off when the store closes at 11pm.
- Highway concerns relating to the proposed shop use.

Relevant Planning Policies

Adur Local Plan 2017 Policy 15, 11, 17, 27
National Planning Policy Framework (July 2021)
The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Planning Assessment

Visual amenity

The frontage is divided into two sections with the entrance and clear glass shop front on one side and the frontage covered in vinyls on the other side. Fascia signs are above along the whole frontage with 4 trough lights above externally illuminating the signage. The poster boards are positioned on the walls on either end of the frontage. As amended there has been a reduction of signage and for the proposed use in this locality the advertisements are deemed acceptable in this case. Within the town centre boundary and secondary shopping area within a mixed use area this is appropriate and would not warrant a refusal in this case.

Residential amenity

Concerns have been expressed by local residents in relation to the proposed use of the site. This is for consideration under the Change of Use application in this case the signage only is for assessment. It is noted that there are residential properties opposite and adjacent which may be affected by the proposed illumination. However in this location such commercial signage and lighting is not considered to be out of character. However it is necessary to condition the use of the illumination to be limited to opening hours only to safeguard local residents. The change of use application is seeking opening hours between 6am and 11pm and this will be considered as part of that application.

Public Safety

The signage in this location and at the limits provided will not result in harm to road users or public safety. The level of illumination is appropriate for the location.

Recommendation

APPROVE

Subject to Conditions:-

1. - Standard Advertisement conditions
2. The advertisement shall not be illuminated except during the hours that the premises are open for business.

Reason: -In the interests of residential amenity and to accord with Policy 15 of the Adur Local Plan.

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

1. Proactive with amendments

Case Officer: Hannah Barker Date: 31st January 2022

Authorised by: Peter Barnett Date: 1 February 2022