Expires 5/1/09

Development Control – Delegated Officer Report

Application Number: ADC/0539/08 **Recommendation – Permit Application**

Site: **Sussex Potter 43 Manor Road Lancing West Sussex**

Proposal: **3 internally-illuminated signs; 3 externally-illuminated signs; and one non-illuminated sign (replacing existing signs)**

The Application

The application site is the Sussex Potter restaurant located on the south side of Manor Road, Lancing, within the North Lancing Conservation Area.

Retrospective advertisement consent is sought for replacement signage following a change in ownership of the restaurant by 'Miller and Carter'. The former externally illuminated 'beefeater' signs on the front gable ends have been replaced with 1.5m wide gold 'M&C' logos externally illuminated by two silver spot lights on a new black painted walls. The former 'Sussex Potter' sign mounted above the main doors has been replaced by an externally illuminated gold and silver 'Miller & Carter' sign of the same size on a black background. On the northern boundary of the site the former externally illuminated gallows sign has been replaced with an identical black gallows sign with internally lit gold and silver lettering. The post mounted box sign on the eastern boundary has been replaced with a wider (2m) signboard with internally illuminated silver lettering against a plain black background. In addition, a small gold plaque sign and gold finished lantern have been added adjacent to the main entrance of the building.

Consultations and Representations

Third Parties

The residents of 95 Hayley Road; Glebe House, Upper West Lane; and 108 West Way have objected to the loss of the traditional 'Sussex Potter' name on the signage.

Lancing Parish Council have stated that it was anticipated that the new signs would be in keeping with the conservation area.

Contributors

ADCAG have objected to the gold logo signs on the gable ends and the overpowering nature of the internally illuminated signs. They consider the gallows sign to be acceptable.

Relevant Planning Policies and Guidance

Adopted West Sussex Structure Plan 2001-2016 (WSCC 2005) (saved policies): LOC1, DEV1, CH1
Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1, AB17, AB19

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 AB19 of the Adur District Local Plan states that the District Planning Authority will only grant express consent for advertisements within a Conservation Area which (a) respect the character and appearance of the Conservation Area; (b) does not create a danger or hazard to public safety; and (c) respects the character, proportions and design of the building on which it is displayed, including the use of traditional materials where necessary. It specifically states that, in all Conservation Areas, where an illuminated advertisement is acceptable in principle, such advertisements should be either externally illuminated or have internally illuminated individual lettering with a solid or opaque background. 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.

Advertisements
The advertisements are essentially a direct replacement of those serving the former Sussex Potter beefeater. The frontage of the building has been changed from a cream/yellow to a black finish with 1.5m wide gold 'M&C' logos attached in place of the former gold 'beefeater ' lettering. The external illumination has though changed from strip lights to silver spot lights. In terms of appearance, the gold logo is sufficiently modest against the black background and does not overdominate the elevation (Nb. the logos on the plans appear much smaller in reality). Likewise the externally illuminated main signage above the main entrance is a direct replacement for the previous gold 'Sussex Potter' lettering on the same black background.
On the boundary to the site the gallows sign appears much the same, with the former gold lettering on a red background replaced by the new gold logo and silver lettering on a plain black background. The external strip lights have been replaced by internal lights. Likewise the main sign on the eastern boundary has been replaced with a simple 2m wide black sign with silver internally lit lettering. It is not considered that either of these replacement signs detrimentally affects the appearance of the building or the wider conservation area. The internal illumination of the lettering and logos will not exceed 250cd/m and are sufficiently modest against a plain black background to meet the requirements of local plan policy AB19.

The objections of the local populace to the loss of the Sussex Potter identity are not material planning considerations however ADCAG have raised concern over the 'unnecessary' gable signage. It is agreed that the gold logos do appear rather large and vibrant against the black gables on the illustrative plans however when seen in situ it they are noticeably smaller and less bold and do not overdominate the appearance of the building. For this reason they are considered acceptable replacements for the former gold 'beefeater' lettering.

Recommendation

APPROVE

Subject to:

Standard advertisement conditions 1-5
6. C2Aii '...250 candela...'
7. C2B '...advertisements...'
8 C2H amended
9 C2G amended

Case Officer:..... Date:15/12/08 PB 15/12/08

Planning Services Manager:..... Date:16/12/08

Development Control Committee Chairman:..... Date:16/12/08