Development Control – Delegated Officer Report

Application Number: AWDM/0658/20 Recommendation – APPROVE

Site: 40 South Street, Lancing, BN15 8AG

Proposal: Alterations to shopfront for relocation of entrance door.

Date of site visit: 05.09.2019 on previous application

Neighbours checked: Y

Additional neighbour notifications: N

Site and Surroundings

The property is within a group of shops located within the shopping area in Lancing opposite the Farmers public house. The group of shops has a parking layby to the front. The shops are two storey purpose built and appear to have flats on the first floor and retail on the ground floor.

The application site is 'Mulberrys' and is now across 3no. units, (the previous applications in 2019 identified the shop going over 2no. units). Some of the shop fronts have been totally blanked out by white panels on 3no. of the 6no. shop fronts.

Proposal

The application seeks permission to relocate the entrance doors from the centre unit to the end unit (north), and to make good with a new shop front on to the centre unit.

***Planning History**:*

AWDM/1352/19 Retention of ATM (Retrospective)
Approved 16.10.2019

AWDM/1360/19 Retention of illuminated ATM fascia sign (retrospective)
Approved 16.10.19

Representations: None received

Consultations: None

Relevant Planning Policies

Adur Local Plan: Policy 15
Planning Policy Framework (2019)
National Planning Practice Guidance

Planning Assessment

The proposal is acceptable in principle, subject to its effect on the visual and residential amenity and the character of the street scene in general.

Visual Amenity

The retail unit relating to 'Mulberrys' now occupies all 3no. units. The relocation of the door will mean that it will direct customers into the end unit, thereby freeing up space behind the former entrance, which will now be changed to a glazed shopfront. However, it has been noted that several of the glazed shopfronts have been fully 'whited' out, thereby creating a blank, solid window which closes the retail off and looks out of keeping within a shopping area.

Some retail units often close the window off by applying an appliqué in a relatable design over it, such as fruit and vegetables for a food market, and in the interests of visual amenity, it is considered that some such design would be appropriate. As the red edge of the application plan goes around all of the units, such a condition will apply to all of the shopfronts within the red edge.

Character

It is considered that the relocation of the entrance doors, and the removal/making good of the existing entrance door, will not materially affect the character of the area.

Recommendation APPROVE, subject to the following conditions

1. Approved plans
2. Standard time limit
3. A window display shall be provided with reference to the goods sold, at all times in all of the east facing shopfront windows of the premises, and the window glazing shall not be blanked off unless otherwise agreed, in writing, by the Local Planning Authority.

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

Case Officer: Eve Hearsey Date: 23.07.2020

Authorised by: Peter Barnett Date: 23 July 2020