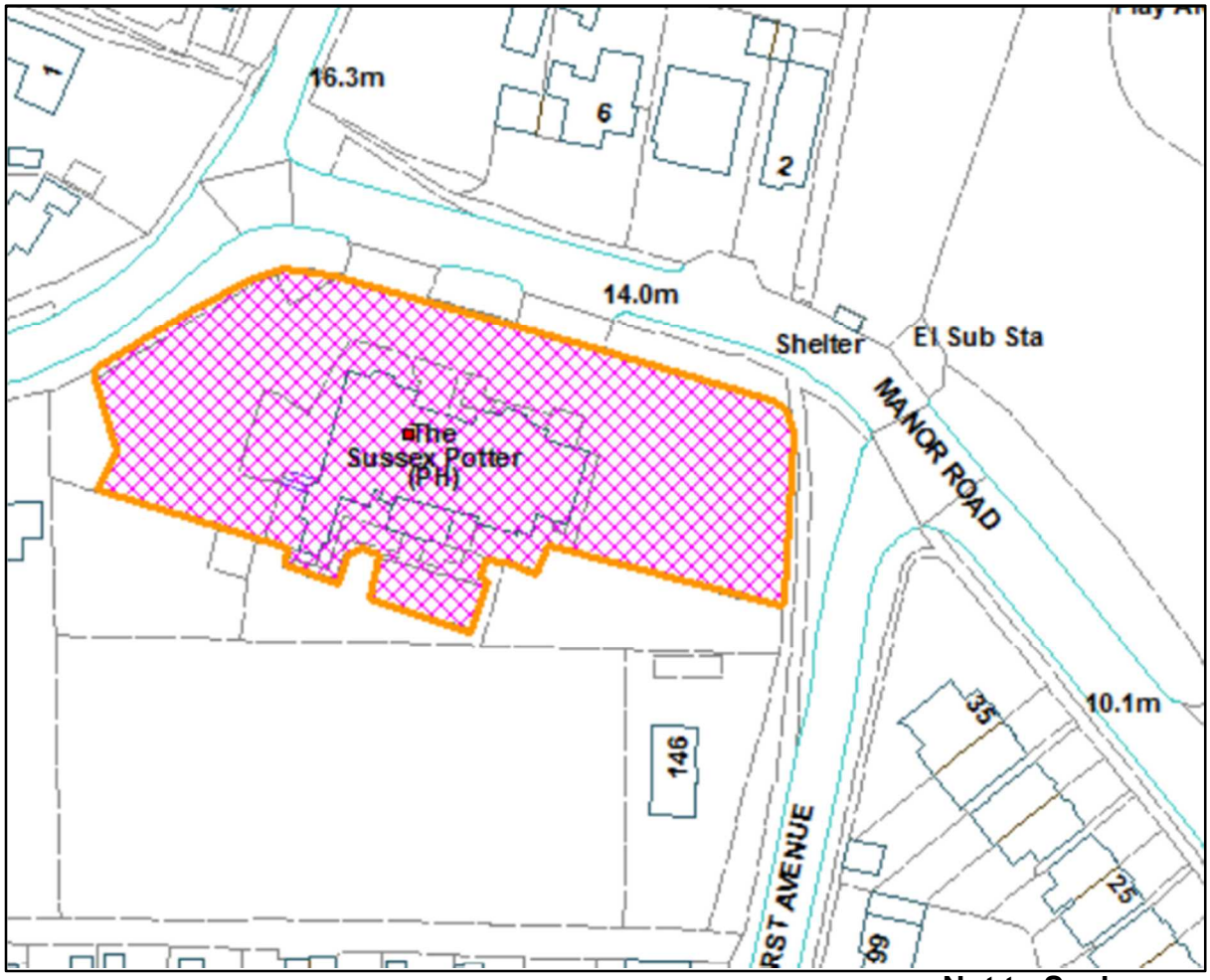
Application Number:	AWDM/0489/22	Recommendation - Approve
Site:	Miller And Carter, 43 Manor Road, Lancing	
Proposal:	The erection of 10 non illuminated signs to assist customers with the parking rules of the car park (part retrospective)	
Applicant:	Euro Car Parks	Ward: Manor
Agent:	Ms Clare Pilling	
Case Officer:	Peter Barnett	



Not to Scale

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Background and update

This application was reported to the Adur Planning Committee on 4th July 2022. Members accepted the principle of signage (as reduced in number from 15 to 10)

but the decision was deferred to enable the applicant to provide signs more in keeping with the Conservation Area.

Since that meeting the applicant has advised that the sign posts are to be painted black (rather than metallic grey as existing). The backs of the inward-facing signs (i.e. the parts of the sign that can be seen from the street) are also to be painted black with the backs of the outward-facing signs (i.e. the parts of the signs that face into the car park) are to be painted white. As previously agreed, the height of the signs is to be lowered to 2.35m (reduction of 1m) with the other perimeter signs at the front of the site reduced to 1.9m (a reduction of 1m). The signs themselves have not been changed in design.

It is these amendments that are now for consideration. For ease of reference the original report is repeated below, but updated to reflect the current amendments.

Proposal, Site and Surroundings

The application site relates to No.43 Manor Road, known as Miller and Carter, a public house/restaurant which is on the south side of Manor Road, within the North Lancing Conservation Area. The surrounding area is predominantly residential with dwellings located immediately opposite to the north, west and east, and to the south the large rear garden of 146 First Avenue runs adjacent to the southern boundary of the site. Further to the north east are the playing fields/sports pitches of Manor Park on the opposite side of the road.

Part retrospective consent is sought to retain 10no. non illuminated signs which have been installed within the car park. The application has been amended since its original submission to reduce the number of signs from 13 to 10 and to lower the height of the signs at the entrance to the car park. The signs that are currently displayed on the site will therefore be altered/reduced if permission is granted.

The signs have been placed around the car park to advise patrons how to validate their free parking whilst visiting the pub.

The signs as currently displayed comprise the following:

SIGNAGE TABLE

	SIGN DESCRIPTION	SIGN LOCATION	QUANTITY	SIGN SIZE
1	BPA	ENTRANCE POST	2	700mm X 900mm X 3mm
2	DISC	ENTRANCE POST	2	700mm X 450mm X 3mm
3A	MB ANPR GUEST ONLY	ENTRANCE POST	2	700mm X 900mm X 3mm
3B	MB ANPR GUEST ONLY	CAR PARK ON POST	4	700mm X 900mm X 3mm
3C	MB ANPR GUEST ONLY	ON WALL	1	700mm X 900mm X 3mm
3D	MB ANPR GUEST ONLY	CAR PARK ON POST	1	700mm X 900mm X 3mm
4	DISABLED	ON WALL	1	450mm X 450mm X 3mm

It was noted during a site visit that there are actually 15 signs within the site rather than 13 as referred to on the plans. There is an additional sign at the far west end of

the car park and one on the southern boundary at the eastern end of the car park.

The proposed amendments have removed 3 x posts and signs (sign reference 3B), 2 from the frontage of the left hand side of the car park and 1 from the frontage of the right hand side of the car park. The applicant has been advised to also remove the additional 2 signs not shown on the plans if permission is granted.

As displayed, the entrance signs are on posts and the overall height to the top of the signs is 3.35m. The signs within the car park are also on posts to a height of 2.9m.
It is also proposed to lower the height of the entrance signs and disclaimer (sign reference1&2) and the guest only sign on the back (reference 3A) by 1m to 2.35m to match the post height of the existing Miller & Carter sign on the frontage to the east. Taller signs are shown as remaining at the rear of the car park, furthest from the road, these being on posts 2.9m and 3.5m high. There are also two smaller signs which are fixed to the side walls of the pub.

Because the entrance signs comprise 3 signs each on a single pole, there will in fact be only 4 pole signs and 2 wall mounted signs in total, equating to 10 signs but in only 6 locations, compared to 15 signs in 11 locations at present.

The signs are generally on a black background although the entrance signs are on a white background.

Consultations

Adur District Conservation Advisory Group: Members unanimously agree that this application is totally out of keeping with the conservation area & street scene & creates a commercial atmosphere at the start of this historic area of North Lancing & is contrary to the heritage aims of the conservation area. It is felt that discreet signage at ground level in selected areas should be considered. ADCAG members meanwhile strongly recommend REFUSAL

Lancing Parish Council: Object to the application as it is within a conservation area and out of keeping with neighbouring properties.

Representations

Original Plans: 8 objections received:

- Harmful to character and appearance of the Conservation Area
- Unnecessary and excessive amount of signage
- Very tall and ugly signage
- Needs to be more discreet
- Signs face inwards presenting an unsightly view from outside the site

Amended Plans: 2 objections received:

- Signs should be restricted to the rear of the car park only so they do not impact on the character and appearance of the Conservation Area
- Unfortunately the two main entrance / exit offending signs (three boards on each) are still the proposed same bright grey colour and 700mm x 900mm as the

original plan, although a little lower on the pole
- Painting the pole black will not make the signs acceptable

Relevant Planning Policies and Guidance

Adur Local Plan 2017 Policies 15, 17
National Planning Policy Framework (July 2021)

Relevant Legislation

The Committee may grant planning permission for development carried out before the date of the application in accordance with Section 73A of the Town and Country Planning Act 1990 (as amended).

Save that the development will have already commenced, this is a conventional planning application, and the Committee should consider the planning circumstances existing at the time of the decision in accordance with:

Section 70 of the Town and Country Planning Act 1990 (as amended) provides that the application may be granted either unconditionally or subject to relevant conditions, or refused. Regard shall be given to relevant development plan policies, any relevant local finance considerations, and other material considerations; and

Section 38(6) Planning and Compulsory Purchase Act 2004 that requires the decision to be made in accordance with the development plan unless material considerations indicate otherwise.

Planning Assessment

The pub building is a substantial building in the street scene with the site occupying a relatively wide and open frontage in the street, surrounded by car parking on three sides of this corner frontage. Within the street there are two school patrol signs, one with flashing lights, a bus stop sign and street lights. There are a number of pub-related signs within the pub car park. In this context, and given the commercial pub appearance of the site, the car park signs, as amended, are not considered to be unduly intrusive or harmful to the character and appearance of the Conservation Area. The removal of four signs from the frontage, and the lowering of the entrance signs by 1m, will lessen their impact and reduce the cluttered appearance that currently exists. The signs are also non illuminated so will not cause undue light pollution at night.

While their design has not changed, the painting of the backs of the signs and the poles a black colour will give them a more muted appearance and will be more in keeping with the Miller and Carter signs on the perimeter which are also black.

The two taller signs are at the rear of the car park and are less prominent, being seen at a distance with a backdrop of a boundary fence and trees. It is not considered that they cause visual harm to the area.

It is therefore considered that the application, as amended, seen in context with other signs in the vicinity, would not cause any serious harm to visual amenity or have any significant effect on the character or appearance of the Conservation Area.

Recommendation

Approve

Subject to conditions:-

1. Works to remove, paint and lower signs and poles to be completed within 1 month
2. Standard advert conditions