Development Management - Delegated Officer Report

Application Number: AWDM/0837/15 Recommendation – Approve

Site: 59 Crabtree Lane, Lancing

Proposal: Installation of replacement non-illuminated signage including new fascia sign and post sign

Date of site visit: 10 July 2015

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to a veterinary practice on the south side of Crabtree Lane close to the junction with Wembley Avenue. It sits within a mainly residential area at the end of a terrace of three properties, the others being in residential use.

It is proposed to display new non-illuminated signage to replace the existing green coloured fascia and to install as new post sign within the forecourt. The new fascia will have a blue background with white lettering containing the name “Northdale Veterinary Practice”, phone number and logo. Adjacent to the entrance door, a vinyl graphic sign is proposed displaying the opening hours, measuring 0.4m by 0.49m. The post sign will measure 0.8m high and 0.9m wide and will be 2m above the ground at its highest point, sited on the west side of the forecourt set back from the pavement.

Relevant site history

None relevant

Consultations

Lancing Parish Council:

No objection

Representations

None received

Relevant Planning Policies

Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AB17
National Planning Policy Framework (March 2012)
Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Planning Assessment

Visual amenity
The replacement fascia sign is similar in appearance and style to the existing. The opening hours sign adjacent to the doorway will be larger than the existing brass plaque but is not considered to be visually harmful. The post sign will be a new feature and will be sited on the boundary with the front garden of the neighbouring dwelling. However, it will be set back from the pavement and will not appear unduly intrusive, being 2m high. Overall, the amount of signage proposed is considered to be reasonable and will not cause visual harm to the area.

Public safety

The signs will not create a danger or hazard to public safety.

Recommendation

APPROVE

Subject to Conditions:-

Standard conditions 1-6
7. Approved plans

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

Case Officer: Peter Barnett Date: 20 July 2015

Authorised by: Gary Peck Date: 21 July 2015