Development Management - Delegated Officer Report

Application Number: AWDM/1076/24 Recommendation – Approve

Site: Britannia Inn, 98 Grinstead Lane, Lancing

Proposal: Installation of replacement header to existing totem sign, refurbish existing post mounted corex sign, 1x new double sided welcome panel to existing posts, 1x set of individual welcome letters (Internally and Externally illuminated)

Date of site visit: Google Street View and applicant's photos used for assessment

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to The Britannia Public House on the corner of Grinstead Lane and Grinstead Avenue. It is proposed to replace existing signage as follows:

- Replacement header to existing totem sign. This will increase the height of the totem from 4.03m high to 4.7m and 2.1m wide. The top section will increase from 0.95m high to 1.4m. It is to be aluminium oval panel containing 'Harvester' text and wheat logo, the lettering to be internally illuminated.

- Replacement double sided sign on one side of the Grinstead Lane entrance (within the site) measuring 1.87m high and 1.9m wide. It will be timber effect with the Harvester name and logo and 'welcome to The Britannia' on the front and 'thank you for visiting see you again soon' on the rear. It will be illuminated from above by trough lighting.

- Replacement double sided sign as above at the Grinstead Avenue entrance

- Replacement display sign on the other side of the Grinstead Lane entrance measuring the same as the car park signs above, containing details of lunch offer and pricing. It will also be trough lit from above.

- New welcome lettering and logo to be affixed to the gable at the entrance to the building.

Relevant site history

Various applications for signage and other alterations including AWDM/1293/16 - Installation of 2 no. internally illuminated signs, 1 no. internally illuminated set of letters and 1 no. non-illuminated set of letters.

Consultations

Lancing Parish Council: Support the application

Representations

None received

Relevant Planning Policies

Adur Local Plan 2017 Policy 15
National Planning Policy Framework (December 2023)

Planning Assessment

Visual amenity

The signs are not considered to be materially more intrusive than the existing signage and they will therefore have an acceptable visual impact.

Highway safety

The signs will be located so as not to cause obstruction to visibility and the luminance levels fall within the acceptable limits (250cd/m2) as recommended in West Sussex County Council's standing advice.

Recommendation

APPROVE

Subject to Conditions:-

Standard 1-6
7. Approved Plans
8. Illumination during business hours only

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

Case Officer: Peter Barnett Date: 12 September 2024

Authorised by: Jo Morin Date: 12.09.2024