Development Management - Delegated Officer Report

Application Number: AWDM/1361/22 Recommendation – APPROVE

Site: 45 South Street, Lancing, BN15 8AN

Proposal: Installation of replacement internally illuminated fascia and projecting signage halo illuminated

Date of site visit: Assessment has been assisted using the Applicants plans; Earthlight mapping; and Google 3D of the site

Neighbours checked: Y

Additional neighbour notifications: N

Site and Surroundings:

45 South Street is a detached, two storey commercial building located on the east side of the street in the town centre of Lancing. The building is currently in use as a Pharmacy on the ground floor, and residential on the first floor. A further commercial use of Secondhand Timber Supplies is being undertaken within the rear garden area, with access via a side gate to the south of the building. To the rear of the site are residential premises, and some of the shops/commercial uses within South Street appear to be in residential use.

The site is within Lancing Town Centre, in a secondary shopping frontage and Block 4.

The site is not in a conservation area and is not listed.

Proposal:

This application seeks advertisement consent for:-

- Aluminium pan fascia and projecting signage. Both internally halo-illuminated with LED's, with push-through Perspex lettering and symbols
- Fascia sign to measure 5.387m wide x 0.565m high x 0.08m deep x 0.611m projection from the face of the building x 2.689m above ground level
- Projecting hanging sign 0.56m high x 0.1m wide x 0.47m deep x 2.689m above ground level
- The maximum height of the individual letters and symbols of both of the signs is 375mm

Representations: Lancing Parish Council: No objection

Relevant History: None

Consultations: None

Relevant Planning Policies and Guidance

Adur Local Plan 2017 Policy 1, 15
Supplementary Planning Guidance comprising: Development Management Standard No.2 'Extensions and Alterations to Dwellings'
National Planning Policy Framework 2021

Planning Assessment

The installation of new signage is acceptable in principle subject to the key considerations of the effects on amenity and public safety.

Amenity and Public Safety Considerations

A local planning authority shall exercise its powers under the Advertisement Regulations in the interests of amenity and public safety, taking into account— a) the provisions of the development plan, so far as they are material; and b) any other relevant factors.

"Amenity" includes aural and visual amenity;
(a) factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;

(b) factors relevant to public safety include— (i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military); (ii) whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; (iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Amenity

The advertisement consent application largely seeks the replacement of the existing signs. The fascia with NHS blue rectangle and all text, backed up with opal Perspex decorated to design in translucent self-adhesive vinyl. The projecting hanging sign is illuminated via LED tubes.

The application states that the luminosity of the signs will be the maximum of 200 cd/m2. This level of luminosity conforms to the Institute of Lighting Engineers Technical Report number 5 for the location.

The signs are not considered to be out of character or appearance with the locality.

Public Safety

The factors relevant to public safety include such matters as the safety of persons using any highway, and or whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of any traffic sign. The signs will not harm public safety.

Recommendation

APPROVE

Subject to Conditions 1-6:-

7. Approved plans

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

Case Officer: Eve Hearsey Date: 14.10.2022

Authorised by: Peter Barnett Date: 14 October 2022