Expiry Date - 06/01/2011

Development Control – Delegated Officer Report

Application Number: ADC/0441/10 **Recommendation – Refuse Application**

Site: **Miller And Carter 43 Manor Road Lancing West Sussex**

Proposal: **Retrospective application for 2 No externally illuminated 'V shape' signs 1.193m high set within car park area**

The Application

The application property is the former Sussex Potter PH, now known as Miller and Carter, which is on the south side of Manor Road, within the North Lancing Conservation Area. Retrospective consent is sought for the display of a V-shaped sign on poles which 'wraps around' a taller hanging sign on the pub frontage.

The sign boards measure 1.87m wide and 1.2m high and they are illuminated by a trough light which runs across the full width of each board. The bottom of the signs are 1.2m above the ground, giving an overall height of 2.4m. The signs contain information about current menus and meal deals and the display will change periodically.

Consultations and Representations

Consultations/Comments

Lancing Parish Council – Object. The signs were out of character with the style of the building and not sympathetic to the conservation area in general.

ADCAG - Approve

Third Parties

4 letters received from the occupiers of 1, 2 Mill Road, 60 Ring Road and 16 Manor Road, plus 2 emails received from unspecified addresses objecting to the application on the following grounds:

- Ugly and intrusive signs which are out of character in the Conservation Area
- Harmful to setting of pub and old buildings in vicinity
- Light pollution
- Vehicle safety hazard on bend in road
- Set a precedent

Expiry Date - 06/01/2011

Relevant Planning Policies and Guidance

Adopted Adur District Local Plan 1993 – 2006 (ADC 1996) (saved policies): AB19
PPG19 'Outdoor Advertising Control' (DoE 1992) & Circular 03/07

Planning Assessment

Policies

Policy AB19 refers specifically to advertisements within Conservation Areas and states that consent will only be granted where the advertisements respect the character and appearance of the Conservation Area, do not create a danger or hazard to public safety and respect the character, proportions and design of the building on which it is displayed, including use of traditional materials where necessary. In all Conservation Areas, where an illuminated advertisement is considered to be acceptable, such adverts should be externally illuminated or have internally illuminated individual lettering. This is consistent with advice in PPG19.

Visual amenity and impact on character of Conservation Area

The signs are tall and prominent structures which are considered to have a harmful impact on the character and appearance of the Conservation Area. The content of the signs is quite garish and detracts from the site frontage. Their impact is worsened by the illumination which is not considered to be acceptable in principle on this site in the Conservation Area, which sits directly opposite residential properties.

There are two other freestanding V boards which are placed on the forecourt during opening hours and which add to the cluttered appearance in Manor Road. It is not considered that the larger signboards subject of this application are necessary. While the signs the subject of the application are displayed on a formal sign board they are effectively temporary banners which would not normally be considered acceptable.

Recommendation

REFUSE on grounds that :-

Expiry Date - 06/01/2011

The signboards, by reason of their size, siting, method of display and illumination, form unduly prominent features in the street scene which, in combination with the other signage around the premises, give rise to a cluttered appearance to the detriment of the visual amenities of the Conservation Area.

Case Officer Peter Barnett Date 23 December 2010