Expiry Date - 06/02/2012

Development Control – Delegated Officer Report

Application Number:
AWDM/1050/11

Recommendation – Approve Application

Site: **45 - 47 North Road Lancing West Sussex BN15 9AU**

Proposal: **Internally illuminated fascia sign and projecting sign**

The Application

The application relates to a branch of Barclays Bank located on the west side of North Road the main shopping street in Lancing.

As existing there is a fascia sign and projecting sign at the site. It is proposed that these are to be replaced with the new design and logo however these new signs do not vary greatly from the existing signage. The fascia sign is 0.72 metres high, 13.2 metres wide and 0.075 metres in depth. The projecting sign is 0.77 metres high, 0.14 metres wide and 0.865 metres in depth.

The proposed fascia sign is champagne in colour with blue lettering and symbol which are internally illuminated. The lettering is slightly larger than existing. The projecting sign is also illuminated and is slightly more slim-line than existing.

Consultations and Representations

Lancing Parish Council: - No objection

Third Parties: - No third party representations have been received.

Relevant Planning Policies and Guidance

Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1, AB17.
PPS 1 'Delivering Sustainable Development' (ODPM 2005)

Planning Assessment

Policies

Policy AB17 of the Local Plan relates specifically to the applications or advertisement consent, and states that consent will only be granted for advertisements which respect the character and appearance of the surrounding area, and do not create a danger or hazard to public safety.

Visual Amenity

The proposed signage does not vary greatly from the existing signage at the site. The internally illuminated signs will be replacing existing signage and within this commercial area will not be out of place of detrimental to the visual amenity of the area.

Highway Safety

The proposed signage will not result in any issues with regards to highway safety. The site is within a commercial area with many examples of similar signage.

Recommendation

APPROVE for reason that :-

Standard advertisement conditions 1-5

6. C1Ei The development hereby permitted shall be carried out in accordance with the following approved plans: -

Drawing no. 174-474-621 Elevation as proposed – received 12th December 2011.
Drawing no. 770 Illuminated Projection Sign – received 12th December 2011.
Fascia Layouts – received 12th December 2011.
Assembly – received 12th December 2011.

Reason: - For the avoidance of doubt and in the interests of proper planning.

Case Officer Hannah Barker Date 12th January 2012