Expiry Date – 18/8

Development Control – Delegated Officer Report

Application Number: AWDM/0925/20 Recommendation – Grant

Site: 20 North Road, Lancing

Proposal: **2no. externally illuminated fascia signs and 1no. internally illuminated projecting sign.**

Neighbours checked: Y

Additional neighbour notifications: N

Date of Site Visit: 6/7/20

Site and Surroundings

This application relates to an end of terrace retail unit on the east side of North Road very close to the train station. The shopfront turns the corner into Meadow Lane. It is two storeys with separate residential over. Last used as a hardware store it is currently vacant and in the process of being converted to the proposed use. In the terrace to the south is a sandwich bar and beyond that a double fronted restaurant. To the north is Meadow Lane, which serves houses to the rear, beyond which is a vacant bank building.

The site is within Lancing town centre in a primary frontage, block 2.

It is not in a conservation area and nor is it listed.

Proposal

Planning permission is sought to add an externally illuminated fascia to each frontage and an internally illuminated box sign to the southern end of the main frontage. This consent is associated with the current application for a mixed A3/A5 use, restaurant and take away.

Relevant Planning History

AWDM/0851/20 - Installation of new shopfront with bi-fold doors. Pending

AWDM/0776/20 - Change of use from shop (Use Class A1) to restaurant and takeaway (Use Class A3/A5) including extraction flue to rear (east) elevation. Pending

ADC/0268/09 - Change of use from retail shop to over 18's gaming centre (amusement arcade). Refused 19.8.09

L/117/99 - Change Of Use From Estate Agents To Bookmakers Offices (Removal Of Condition 2 Of L/123/81). Granted 3.9.99

L/189/81 - Internally-Illuminated Fascia Sign With Integral Projecting Box Sign. Granted

L/166/81 - New Shop Front And Alterations. Granted

L/123/81 - Change Of Use From Retail Shop To Estate Agents. Granted.

Consultations

Lancing Parish Council: No objection

Representations

No responses received.

Relevant Planning Policies and Guidance

The National Planning Policy Framework 2019
Adur Local Plan 2017 Policies 1, 2, 9, 15, 27 and 34.

Planning Assessment

Principle

The principle of development can be supported as it makes use of a vacant retail shop in the Lancing town centre. The signage is proposed on a shop unit in the heart of Lancing town centre.

For consideration are the impacts of the proposal on neighbours and the character of the area.

Neighbour amenity

This shop unit is in a very busy part of Lancing town centre. The luminance levels of all 3 signs are well within the Highway Authority limits for a small town centre.

Character

The depth of the fascias are not excessive and there is currently a box sign in the position proposed. 5 down lights are proposed for the fascias. The box sign is to be internally lit.

The signage is acceptable.

Recommendation APPROVE subject to the following conditions:

1-6 standard conditions
7. Approved plans

Informative

1. The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and subsequently determining to grant planning permission in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

Is recommendation contrary to any representations? No.

Case Officer signed:	MOK	Date: 11.8.2020
Authorised and signed by:	Peter Barnett	Date: 12 August 2020