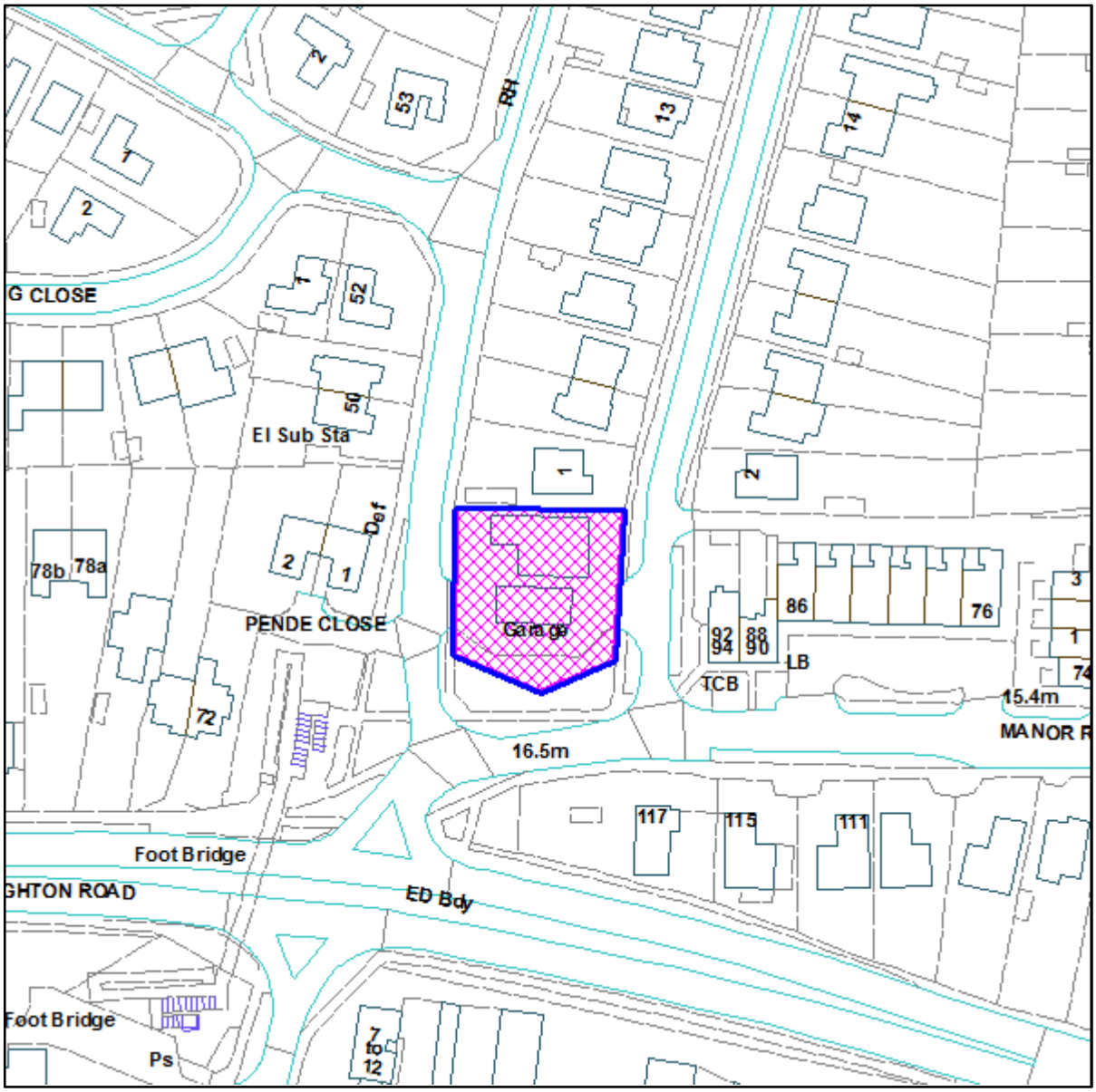
Application Number: AWDM/0121/20 **Recommendation – APPROVE**

Site: **Manor Road Service Station, 96 Manor Road, Lancing**

Proposal: **Application for variation of condition no. 18 of previously approved AWDM/0663/19. Amendment: Signage to be illuminated between the hours of 0600am and 0000 (midnight) every day.**

Applicant: Mr Subramaniam Nanthakumar Ward: Manor Ward
Case Officer: Eve Hearsey



Not to Scale

Reproduced from OS Mapping with the permission of HMSO © Crown Copyright License number LA100024321

Site, Surroundings and Proposal:

The application relates to an existing Service Station with associated shop which has recently been extended with a larger canopy, 2no. additional pumps; an extension to the existing shop; and relocation of the existing jet wash.

There was also an Advertisement Consent application to update the advertisements at the petrol filling station.

The illuminated signs consisted of:-

1. 1no. double-sided internally illuminated flag sign measuring 4.96m high x 1.6m wide x 400mm deep. Positioned on the east side of the site frontage. The illuminated sign section will measure 3.58m high and positioned on a pole. The bottom of the flag sign will thereby be some 1.38m above ground level. The illumination of the flag sign will be of various luminosity levels, with the bottom section being 80 cd/m2; the next bar being 200 cd/m2; then 55 cd/m2 and finally the highest section will be 300 cdm2 for the BP logo at the top of the sign;
2. 1no.externally illuminated shop fascia sign measuring 18.6m x 600mm high x 60mm deep. The illumination will be via a full length LED trough light of 280cdm2. The trough light source will protrude 300mm from the building;
3. 3no. fascia canopy signs above the pumps, with an internally illuminated LED line and logo. Each of the Canopy fascia signs will measure 15m in length;

The non-illuminated signs consisted of:-

1. Shop window graphics;
2. 1no. non-illuminated shop fascia to the west elevation of the shop measuring 5.075m x 600mm x 60mm;
3. 1no. non-illuminated shop fascia to the east elevation of the shop measuring 5.625m x 600mm x 60mm;
4. Wall fixed sign measuring 1.25m x 1m x 30mm deep;
5. Various wall panels measuring approx. 600mm x 900mm

Relevant Planning History:

AWDM/0663/19 Application for advertisement consent for installation of 1no. Double sided internally illuminated flag sign; 2no. non-illuminated fascia shop signs; 3no. LED lit canopy fascia signs; together with various other non-illuminated signs within the site. **Granted Consent 23.07.2019**

AWDM/1528/18 Conversion of the first floor flat to office and store for shop below, ground floor front/side (south/west) extension to existing shop with ramp and disabled access toilet. Front south, east and west side elevations to be clad in oak boarding, new multi hose fuel dispensers with new concrete paving, new canopy on 4no. new columns. Existing storage tanks decommissioned and new double skin tanks installed. Relocation of existing jet-wash with air/water and vacuum unit to south east corner. Increased parking area to front of site and bin store to north-west corner. **Approved 25.01.2019**

Representations:

Lancing Parish Council: Objection on the following grounds:

- Light Pollution; and
- Negative Visual Impact;

Consultation Responses:

WSCC Highways:

The application relates to the variation of condition 18 to illuminate signage between the hours of 6am and 12am

WSCC do not consider the proposal to have any significant material highway safety or capacity issues. No objection is raised.

Relevant Planning Policies
Adur Local Plan 2017: Policies 15
National Planning Policy Framework (2019)
National Planning Practice Guidance

Relevant Legislation

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) made pursuant to section 220 of the Town and Country Planning Act 1990 (as amended) provide that the Committee should consider the application having regard to: the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material, and any other relevant factors.

Factors relevant to amenity include the general characteristics of the locality including the presence of any feature of historic, architectural, cultural or similar interest. In considering amenity, the Committee may, if it thinks fit, disregard any advertisement displayed.

Factors relevant to public safety include the safety of persons using any highway, railway, waterway, dock, harbour, or aerodrome; whether the advertisement display is likely to obscure or hinder the ready interpretation of a traffic sign or any security device.

Express consent for the display of advertisements may not contain any limitation or restriction relating to the subject matter, content or design, unless necessary in the interests of amenity or public safety.

Planning Assessment

The use of the newly installed signage is acceptable in principle subject to the key considerations of the effects on amenity and public safety as laid down within the Advertisement Regulations.

Amenity

There are now more advertisements on the Service Station as remodelled by the 2018 consent, and include illuminated and non-illuminated advertisements. The illuminated double sided flag sign and the illuminated canopy fascia's with the green strip are the most prominent and dominant on the site as they are at the front of the site and raised up in comparison to the street and surroundings. Indeed, the site is raised up from the pavement at the front of the site by approx. 1m, making the Service Station prominent within the street scene.

The Service Station is within a residential area and there is a nearby Conservation Area. The effect of the advertisements onto the Conservation Area is also a factor for consideration in the determination of the advertisement application.

The advertisements are existing and were previously considered to be acceptable from an amenity point of view. The increase in the hours of their illumination has the potential to increase the visual impact of the signs, particularly as the increase will be later into the evening during hours of darkness. However, they will be switched off at the close of the working day of the Service Station at midnight, ensuring that there is no intrusive illumination from midnight until 6am. On balance, it is not considered that the increased hours of illumination will have an adverse impact on the visual amenities of the area, given the proximity of the A27.

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. Highways England, who are the responsible body for the A27 trunk road, have been consulted and have not responded. WSCC Highways are responsible for roads other than the A27, have raised no objections to the extension of hours of the advertisements.

APPROVE subject to the following conditions:

1. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

2. No advertisement shall be sited or displayed so as to:
   (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
   (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
   (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

6. This consent shall expire at the end of the period of 5 years beginning with whichever is the earlier of (a) the date of commencement of the display or (b) 6 months from the date of this consent.

7. Approved plans

8. The illuminated signs hereby granted consent shall be turned off outside of the approved working hours, i.e. there shall be no illumination of the signs whatsoever except between the hours of:- 0600 – 00.00 (Midnight) Monday to Sunday inclusive.

9. The signs shall not display any moving, or apparently moving, images.

10. The green canopy strip light shall be turned off at 22.00 daily and not put back on until 0600 the following day.

9th March 2020