expires 28/8/09

Development Control – Delegated Officer Report

Application Number: ADC/0251/09 Recommendation - Permit

Site: **28 - 30 Queens Parade North Road Lancing West Sussex**

Proposal: **Replacement of existing Somerfield signage with Co-Operative signage (3 fascia signs and one informative sign)**

The Application
The application relates to a branch of Somerfield Supermarket located on the west side of North Road, towards the north edge of the designated shopping area, opposite a terrace of houses on the corner of North Road and North Farm Road. The building is part of a larger purpose-built block adjoining Queens Parade which consists of ground floor retail with flats above.

The whole parade has a covered walkway area which projects at first floor level from the front of the buildings. The supermarket has a first floor which projects up to the edge of this canopy, and its entranceway is directly below.

The Supermarket proposes to change operator to The Co-operative and permission is sought for replacement signage.

The existing fascia signage is above the canopy level, the whole width of the first floor (19m) which has small returns to the north and south, each being 2.3m. There are two additional signs on the north and south sides of the building each being approximately 1.75m wide by 1m high. There is an additional sign in the service yard identifying an area for service vehicles only.

The replacement signs would be located approximately in the same positions. With there being one main fascia sign which would be 19m wide, by 1.4m in height, it would return on the north and south sides of the building by 2.3m (as before). There would be a replacement sign in the service yard on the south side of the building adjacent to the delivery roller shutter, it would be 0.9m wide, by 0.6m in height.

The proposed fascia sign would be an aluminium tray panel design, in the Co-operative corporate colour of green, with 'The co-operative' written in dark blue projecting lettering , and 'food' written in white fret cut opaque acrylic.

The existing Somerfield signage was the subject of planning approval in 2003 (L/172/03), having been a revision of a previous refusal (L/131/03).

Consultations and Representations

Lancing Parish Council: No objection.

Third Parties: No third party objections to the proposals.

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 fascia sign is a slight enlargement in height of the one that currently exists at Somerfield. The main lettering of the sign remains centrally located with either side of the fascia being raised to a constant 1.4m in height. Whilst the co-op corporate colours are more garish that the current Somerfield sign, in contrast the north and south side of the building would be vastly improved with the reduction in the quantity of signage that is visible from North Road.

The applicant has amended the plans to show a reduction in height of the fascia sign to 1m after concerns regarding the height (1.43m) and prominence were raised.

Highway safety
The supermarket is set back from the road by 4m, and the sign is proposed to be externally illuminated by a strip trough light within a green coloured shade, which would prevent excessive glare to road users. It is not felt that there would be any harm caused to public safety due to it.

The proposed sign within the service yard is acceptable in size and respects the character and appearance of the building.

Recommendation

APPROVE for reason that :-

Standard advertisement conditions 1-5

6. C2B
7. C14Aii – 06.08.09 (AB17 of the ADLP)

PB 6/8/09

Case Officer: [redacted]
Date: 6/8/09