Development Management - Delegated Officer Report

Application Number: AWDM/0010/15 Recommendation – Approve

Site: **117 Brighton Road, Lancing, West Sussex BN15 8HT**

Proposal: **Retrospective application for 4 no. non-illuminated wall signs; 2 no. externally illuminated pole mounted signs**

Date of site visit: 18 March 2015

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to a former guest house on the north side of Brighton Road overlooking the Beach Green car park. Permission was granted last year for a change of use of the building to an office for local Solicitors (Class B1(a)). The premises are now occupied and a number of signs have been displayed for which retrospective consent is now sought.

The signs comprise the following:

- S1 Fascia sign on the north elevation of the building at first floor level facing Cecil Road
- S2 & S3 Signs attached to the wall on the western boundary facing The Terrace
- S4 Two signs on either side of the wall on the western boundary facing Brighton Road
- S5 & S6 Two externally illuminated post signs in an elevated position in the front garden facing Brighton Road

Since the original submission sign S1 has been omitted from the application and the amended numbering is as follows:

- S1 Sign on boundary wall facing north west towards East Street
- S2 Sign attached to the wall on the western boundary facing The Terrace
- S3 & S4 Two signs on either side of the wall on the western boundary facing Brighton Road
- S5 & S6 Two externally illuminated post signs in an elevated position in the front garden facing Brighton Road

Relevant site history

AWDM/0980/14 – Change of use from class C1 (Guest House) to class B1(a) (Office) - approved

Consultations

Lancing Parish Council: No objections

Representations

1 letter of objection received - North facing sign is unnecessary, oversized and overbearing

1 other letter received stating no objection to signage but would object if signs restricted parking to clients only

Relevant Planning Policies

Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AB17
National Planning Policy Framework (March 2012)
Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Planning Assessment

Visual amenity

There are considered to be an excessive number of signs at the property and discussion has taken place with the applicants to seek a reduction in their number. During those discussions, it was noted that the former guest house also had a large number of signs which were of a similar size and in a similar position to those now proposed and this has been a material consideration when assessing the merits of this application.

The north facing sign on the elevation of the building was not considered to be necessary and was out of character due to its height and location facing towards a residential area. The guest house did not previously have a sign in that location. The applicants have agreed to remove this and to relocate one of the two wall signs on the upper western boundary around to the north western boundary wall adjacent to the rear entrance. It is considered to be less intrusive due to its lower position and smaller size and is considered to be acceptable, as is the other sign on the western boundary.

The wall signs further along on the western boundary adjacent to Brighton Road replace similar signs in that location and are also considered to be acceptable.

The most contentious signs are the two post signs which sit in an elevated position above Brighton Road. They also replace two post signs in the same location but they appear more prominent now due to the removal of vegetation from the garden.

However, while the previous signs appear to have been unauthorised, the Council did not take any action to secure their removal. The current signs are a direct replacement and it is considered that it would be difficult to justify their removal in the light of previous inaction. Furthermore, there have not been

any objections to these signs and the Parish Council has also not raised an objection.

On balance, therefore, the signs (as amended) are considered to be acceptable on amenity grounds.

Public Safety

It is not considered that the signs constitute a hazard to public safety.

Recommendation

APPROVE

Subject to Conditions:-

1. Signs to be removed and repositioned within 1 month
2. Permission relates to approved plans

Is recommendation contrary to letter(s) of representation? N

Case Officer: Peter Barnett Date: 15 May 2015

Authorised by: Gary Peck Date: 15 May 2015