Development Control – Delegated Officer Report

Application Number: AWDM/0328/16 Recommendation – APPROVE

Site: 34 North Road Lancing West Sussex BN15 9AT

Proposal: Advertisement Consent for replacement internally illuminated fascia sign and internally illuminated hanging sign.

Date of site visit: 20.10.2015 (AWDM/1166/15)

Neighbours checked: Y

Additional neighbour notifications: N

Site and Surroundings

The application relates to a former bank premises (now vacant) occupying the ground-floor and part of the first-floor of a 2-storey end-of-terrace building on the east side of North Road, within the primary shopping area of Lancing. The remainder of the first-floor toward the front of the building is in use as flats accessed via external steps off a covered passageway on the north side of the building.

Proposal

As initially submitted advertisement consent is sought for 2 internally illuminated signs as follows:-

- Fascia sign: 8400mm wide x 800m high comprising red sign tray 50mm deep with centrally positioned applied white lettering with black edging (550m high and 125mm deep) stating 'Pizza Hut' with small lettering 'DELIVERY' underneath. The lettering 'Pizza Hut' would be internally illuminated.
- Projecting box sign: 750mm square positioned on the LHS of the fascia with a 150mm deep central 'arm'. The overall projection would be 900mm.

Planning History

Planning permission was granted under AWDM/1166/15 for the change of use of the rear part of the ground-floor and first-floor rear from Class A2 (Financial and Professional Services) to 2 no. 1-bedroom flats together with a replacement shopfront. The permission has not been implemented to date.

An application for change of use from Class A2 (professional Services) to Class A5 (Hot Food Takeaway) with replacement shopfront and installation of extraction and air-conditioning units to north elevation is pending consideration (AWDM/0325/16 refers).

Consultations: None undertaken.

Representations: None received.

Relevant Planning Policies

Saved Local Plan policies (ADC 1996): AG1, AB17
National Planning Policy Framework (CLG 2012)
National Planning Practice Guidance

Planning Assessment

There is no objection in principle to the advertisements on commercial premises in town centre locations. Saved policy AB17 requires that they 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 has been designed to fit the proportions of the existing shop fascia between the existing rendered pilasters and would have an acceptable appearance. There is a mix of illuminated and non-illuminated shop fascia signs in the immediate vicinity. The method of internal illumination would not be unduly out of keeping or intrusive in the context of this shopping street.

As originally submitted it was considered that the proposed 750mm square projecting sign would appear overly-assertive in this location owing to its size and overall depth of projection. Although there are other illuminated projecting signs on other premises in the vicinity (including Boots the Chemist, the Post Office and Michael Jones Estate Agents) these tend to be more modest in size. An amended plan has been received showing a reduced-size projecting sign to 600mm square having an overall projection of 750mm which is considered more appropriate. in keeping with the character of Lancing town centre.

Public safety

There would be no adverse implications for highway safety.

The proposed projecting sign would overhang the public footway with a clearance distance of 2.74m which meets the minimum requirements of the Highway Authority.

Recommendation

GRANT CONSENT SUBJECT TO:-

Conditions 1-6

7. Approved Plans
8. Signs to be illuminated only when premises open
9. The luminance levels of the signs shall not exceed 800 candelas per square metre.

Informative

Pro-Active – Non Amendment
Section 177 Licence

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

Case Officer: Jo Morin Date: 12.05.2016

Authorised by: Gary Peck Date: 12 May 2016