Expires 13/11/07.

Development Control – Delegated Officer Report

Application Number: ADC/0578/07 **Recommendation – Permit Application**

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

Proposal: **Double-sided internally-illuminated projecting sign and alterations to existing signs**

The Application

The application site is the Somerfield store located on the west side of North Road, Lancing, opposite North Farm Road. The proposal seeks permission for a double sided internally illuminated projecting sign 0.6 metres in height and 0.9 metres in width, and minor alterations to the existing signage. This includes the re-spraying of yellow panels and fascias white, additional graphics and general redecoration of the frontal columns.
The existing signage was approved under L/172/03/TP as a revision of an earlier refused application L/131/03/TP. This earlier application was refused on the grounds that:
'The proposed advertisements, by reason of their size, siting and method of display would form unduly prominent and incongruous features, detrimental to the appearance of the premises and the visual amenities of the locality'
The revised application removed only the projecting signs before gaining planning approval.

Consultations and Representations

Third Parties

Lancing Parish Council raise No Objection.

Contributors

No representations have been received.

Relevant Planning Policies and Guidance

Adopted West Sussex Structure Plan 2001-2016 (WSCC 2005): LOC1, NE9
Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved until adoption of the new Adur Development Plan): AB17, AS1

Planning Assessment

Policies

Policy AB17 of the Local Plan states that consent for advertisements will only be granted for advertisements which respect the character and appearance of the surrounding area and do not create a danger to public safety.

Visual Amenity

The proposed alterations to the signage are in the main part minor sympathetic adjustments that tone down the brashness of the current yellow and blue frontage. All the existing yellow door frames and fascia panels are to be re-sprayed white along with the frontal columns.

A 0.9 metre by 0.6 metre internally illuminated blue and white finished projecting sign is to be added off the southern end of the fascia. This will be of similar dimensions to the two projecting signs included in the 2003 refusal. This refusal was on the basis that the combination of two projecting signs, new yellow panelling along side bright north and south flank fascias would constitute unsympathetic visual clutter that would detract from the appearance of the building and the area in general. This application proposes a toning down and simplification of the signage such that the introduction of a modestly finished projecting sign would not be detrimental to the visual amenity of the street. Although no other units within the block feature projecting signs it is considered that the modest size of this sign and its location near a tree is such that it will not be overly prominent or visually obtrusive.

Given the location of residential units above and opposite the site permission is conditioned to prevent the illumination of the projecting sign outside of business hours, in line with the earlier permission for the other illuminated signs.

Recommendation

APPROVE

Subject to:

1. Standard advertisement conditions 1-5
2. C2B: '...The projecting sign shall not be...'

Case Officer:.....

Date:8/11/07.