Expiry 8/01/07

Development Control – Delegated Officer Report

Application Number: ADC/0429/06 Recommendation - Permit

Site: 93 South Street Lancing West Sussex BN15 8AP

Proposal: Internally-illuminated fascia sign and projecting box sign

The Application

The application site is located on the eastern side of South Street at its intersection with Roberts Road. This side of South Street is currently used for a variety of commercial uses and the premises itself is currently used as a takeaway restaurant with existing signage across its frontage.

The applicant proposes to install signage to advertise a new use of the premises as a Chinese takeaway restaurant. Two signs are proposed. The main sign is an internally illuminated sign to be established above the entrance to the premises stating the name of the restaurant and contact details in yellow and white on a red background. The sign will have a length of 6.24 metres and a height of 660mm. The sign will be constructed of stove enamelled aluminium with illumination of the lettering only. Eight down lights are proposed to be fitted to the bottom of the sign to provide safety illumination to the entrance to the premises, but not to illuminate the sign in any way.

The second sign is an internally illuminated projecting sign to be located to the right hand side of the main sign and to face towards the users of the footpath. This sign has dimensions of 610mm x 910mm and a maximum height of 3.7 metres above ground level. It will be of the same colours and construction as the main sign but draw attention to the premises as a "Chinese Takeaway" only.

The site is subject to Local Plan Policies relating to shopping and business and most of the buildings in the general area are used for this purpose and have existing signage of various types and sizes. Directly across the road from the application site is a line of residential terrace style properties. Other residential properties exist nearby in Roberts Road.

Consultations and Representations

Consultees

The Council's Environmental Health Officer has reviewed the application with respect to lighting levels and has made recommendations on appropriate levels of intensity and luminance.

The Lancing Parish Council has no objection to the proposal.

Relevant Planning Policies and Guidance

Adur District Local Plan: AG1, AB 17, AS1, AE5, AE6
West Sussex Structure Plan: DEV1

Planning Assessment

Visual Impact
The surrounding area contains many properties of mixed commercial use, including retail, restaurants and takeaways and professional and other services. As such, there is a significant amount of existing signage already existing in the area. These signs include signs of a range of colours, some of which are internally or externally illuminated, small projecting signs and larger signs which stretch across the whole frontage of a premises. Therefore, it is considered that the size and style of the signs are appropriate for this particular location and will not have an adverse effect on the character of the area.

Effects on Residential Amenity
The signage will be visible to the residents of the residential properties directly across the road (112-122 South Street).

It is not considered that the proposed illuminated signage will result in a significant loss of residential amenity as the lighting level is low and restricted to the lettering only. In addition, it is recommended that a condition is placed on the approval permitting illumination only during the hours of operation of the business.

The down lights proposed to be fitted into the bottom of the main sign are designed for the purpose of lighting the entrance to the shop and not the sign itself. To ensure that this level of illumination is not so significant as to provide a nuisance to nearby properties or the road, it is appropriate to impose a condition on the approval requiring that the brightness of these lights is not excessive for the purpose. The Council's Environmental Health Department has recommended that the source intensity of the illuminated signs and each down light will not exceed 10kcd and the luminance of the sign should not exceed 350cd m^2. In addition, it is recommended that the light trespass at the nearest window will not exceed 10 lux. On discussions with the applicant, it appears that the signs and down lights will be able to comply with these recommended levels. It is therefore recommended that the applicant provides evidence to confirm compliance prior to operation of the lights.

While there are residential properties in Roberts Road approximately 30 metres from the site, the signage will face towards South Street and is unlikely to cause any nuisance effect to residents of Roberts Road.

Effect on Local Plan Policy Area
The site is subject to local plan policies requiring that development does not compromise the use of the area for shopping and employment purposes and any improvements made are appropriate to the locality. It is considered that this proposal is consistent with these policies.

Recommendation

APPROVE ~~for reason that~~:

The proposed internally illuminated signs would not detract from the local environment and will not result in unacceptable detriment to the amenities of neighbouring properties. It would consequently not conflict with the policies of the Adur District Local Plan (AG1, AB 17, AS1, AE5, AE6) and the West Sussex Structure Plan (DEV 1).

Conditions

Advertisement standard conditions 1-5

1. C2B
2. C2D
3. C2H
4. Prior to the operation of the illuminated signs or attached down lights, the applicant shall provide written evidence from a suitably qualified person to confirm that:
    a. The source intensity of each illuminated sign and each down light will not exceed 10kcd; and
    b. The luminance of the sign will not exceed 350cd m²; and
    c. The light trespass at the nearest window will not exceed 10 lux.

    Reason: In the interests of visual amenity, residential amenity and highway safety.

Case Officer:[redacted]

Date: 5/01/07