Development Management - Delegated Officer Report

Application Number: AWDM/1160/21 Recommendation – Approve

Site: 40 North Road, Lancing

Proposal: Advertisement consent for 2no. internally illuminated fascia signs and 1no. internally illuminated projecting sign

Date of site visit: Viewed using Google Maps

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to the ground floor of 40 North Road, a detached two storey building located on the east side of North Road, within the Primary Shopping Area of Lancing. It was previously in use as a Post Office which has closed and relocated to a smaller unit to the south. Permission has been granted to change the use of the ground floor to a betting office (AWDM/1132/21).

This application seeks consent for new signage. Two fascia signs are proposed, one on the front and one above the entrance on the north elevation. The signs will read “Ladbrokes” in white lettering on a red background. The projecting sign has a single ‘L’ in white lettering on a red background, and is on the front elevation. All the signs are internally illuminated.

Relevant Planning History

AWDM/1159/21 - Proposed new shopfront together with the installation of 4 no. air conditioning condenser units to north elevation; 2 no satellite dishes to south elevation - application currently invalid

AWDM/1132/21 - Change of use from vacant shop (use class E) to betting office (sui generis) – approved

Consultations

None

Representations

Lancing Parish Council: The Parish Council request the façade of the building continue to incorporate the Council clock and historical elements of the building

Relevant Planning Policies

Adur Local Plan 2017 Policy 11, 15, 17, 27

National Planning Policy Framework (July 2021)
The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Planning Assessment

Visual amenity

The proposed signs on the front elevation are modest in size and the fascia does not extend across the entire shop frontage, being limited to above the central door and between the ground floor windows only. The character of the High Street will not be harmed by the signs.

The additional fascia on the north elevation would usually be considered unnecessary, being on the side elevation. However, in this case, the main entrance is on the north side of the building, and it is considered that a smaller, less intrusive sign could be used to indicate the entrance. Amended plans were received reducing the sign accordingly to an acceptable size.

Public safety

The signs will not result in harm to public safety. They will have a luminance level of 250cd/m2 which is considered to be appropriate for a town centre.

Recommendation

APPROVE

Subject to Conditions:-

Standard conditions and

Hours of illumination limited to opening hours

Case Officer: Peter Barnett Date: 30 July 2021

Authorised by: Gary Peck Date: 30 July 2021