Development Management - Delegated Officer Report

Application Number: AWDM/0984/20 Recommendation – Approve

Site: 2 Western Road, Lancing

Proposal: Retrospective application for retention of internally illuminated signage

Date of site visit: Not visited. Assessed using Google maps and applicant's photos

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application seeks retrospective consent to retain illuminated signage on a commercial property in Western Road, opposite Brooklands Park. The ground floor business is occupied by Brooklands Glass and new signage has been installed without consent, comprising an orange fascia and illuminated lettering "Brooklands Glass" in white and orange on the south and west elevations. As installed the level of illumination is considered to be unacceptable and amendments have been secured during the course of the application to limit illumination to the west elevation only, with a reduced lumen level of 600 (down from 800 lumens) and controlled by a timer to a maximum time of 8.30 am until 8.00 pm.

The site adjoins residential properties to the north and there are flats and other residential properties to the south and east, as well as above the business. The park opposite means that the site faces a relatively low light level area.

Relevant Planning History

Various permissions for extensions and advertisements

Consultations

Lancing Parish Council: Members agreed to recommend that the illuminated signage be turned off by 9pm at the latest.

Representations

1 objection received from an unspecified address:

The side windows of our flat faces this lighting directly which is very bright especially in winter when it is darker. The signage and lighting cover the whole south side and front of the building apart from the windows which is disproportionate to the need or role of advertising ones business and is significantly lighter than any lighting nearby. The business is not open outside of normal business hours so it's not necessary to help locate it for someone

not aware of where it is. It's over the top for what is needed. It causes light pollution into ours and local properties and is disturbing at night.

Relevant Planning Policies

Adur Local Plan 2017 Policy 15
National Planning Policy Framework (February 2019)

Planning Assessment

Visual amenity

The signs as installed are very bright and result in excessive illumination in this residential/park location. The applicant has agreed to reduce the amount of illumination as set out above and on this basis it is considered to be acceptable.

Public safety

The reduced illumination accords with the West Sussex standing advice and is not considered to result in a risk to public safety.

Recommendation

APPROVE

Subject to Conditions:-

1. Approved Plans
2. Illumination shall not exceed 600cd/m2 and shall be limited to lettering on west elevation only
3. Hours of illumination limited to between 8.30 am until 8.00 pm

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

Case Officer: Peter Barnett Date: 2 September 2020

Authorised by: Gary Peck Date: 2 September 2020