Expiry: 26/11

Development Management - Delegated Officer Report

Application Number: AWDM/1252/24 Recommendation – Approve

Site: 155 South Street, Lancing

Proposal: Installation of new illuminated fascia sign and projecting sign. New vinyl logo to window.

Date of site visit: 18/10

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

This application relates to a mid terrace commercial unit on the east side of South Street close to the roundabout with Brighton Road at Lancing Green. The unit is currently vacant but has recently been granted permission to convert to a restaurant/take away, see history below.

No. 153 is a sandwich bar/coffee shop. No. 157 is a retail shop.

The site is not in a conservation area and nor is it a listed building. The parade in which it sits is designated in the Local Plan as a secondary retail frontage in block 6 of Lancing Town centre.

Permission is sought to display an illuminated fascia sign and an internally illuminated circular box sign. The box sign is to be positioned above fascia level on the left end when viewed from the street.

A static internally illuminated aluminium powder coated fascia sign is proposed in white with tangerine and cyan lettering The box sign is blue and yellow lit internally by LED. Vinyl logo signs are proposed on each of the windows either side of the door above plinth level.

Relevant Planning History

AWDM/0889/24 - Change of use from Use Class E (retail) to 'Sui generis' Takeaway with seating, extractor flue to main rear wall. Granted.

Consultations

Lancing Parish Council: No response

Representations

9 neighbours: No response.

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Relevant Planning Policies

Adur Local Plan 2017 Policies 2, 9 and 15
National Planning Policy Framework (December 2023)
WSCC Illuminated Signs Standing Advice

Planning Assessment

Principle

The proposal involves signage to a shopfront to advertise a recently approved takeaway/restaurant use and can be supported in principle. The relevant issues are the effects on the appearance of the area and its surroundings, highway safety and neighbours.

Residential amenity

No neighbour harm will occur.

Visual amenity

Policy 15 of the Local Plan states:

'Express consent will only be granted for advertisements which respect the character and appearance of the surrounding area, and do not create a danger or hazard to public safety. Where an illuminated advertisement is acceptable in principle, such advertisements should be either externally illuminated or have internally illuminated individual lettering with a solid or opaque background.'

The proposed illuiminance level 174 cd/m2 is well within the WSCC Standing Advice guidelines of 600 cd/m2 in this medium brightness district.

The fascia sign is compatible in scale with the existing fascia and those on neighbouring propertes. The projecting box sign is just above fascia level but so is the one next door at No.157 and there is one further north in the parade at No. 143. No harm to visual or neighbour amenity will occur.

The vinyl signs are non illuminated and have been added to the windows. They are acceptable.

Due to the limited number of illuminated signs in the vicinity it is recommended that the signage only be on during opening times and a maximum 1 hour before and afterwards.

Recommendation

APPROVE

Subject to Conditions:-

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1-6 Standard conditions
7. Approved Plans
8. The advertisement shall not be illuminated except during the hours that the premises are open for business.

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

The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and subsequently determining to grant planning permission in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

Case Officer:	MOK	Date: 8/11/24
Authorised by:	Peter Barnett	Date: 8 November 2024