Expiry Date – 4/8, ppa to 11/8

Development Control – Delegated Officer Report

Application Number: AWDM/0827/20 Recommendation – Approve

Site: 28 - 30 Queens Parade, North Road, Lancing

Proposal: Various internally illuminated and non illuminated signage

Neighbours checked: Y

Additional neighbour notifications: N

Date of Site Visit: 6/8

Site and Surroundings

This application relates to a Co-op store on the west side of North Road opposite the junction with North Farm Road. The store occupies a prominent two story building forward of the remainder of the Parade to the south. There is residential above all.

The site is within Lancing Town Centre, a primary shopping area and is also a Primary retail frontage.

The site backs onto Monks Farm Recreation Ground and a smaller play area. There are flats to the north.

Proposal

Advertisement consent is sought for replacement and additional signage as follows:

Wrap around illuminated fascias, projected lettering and a hanging sign on the north end of the frontage

2 directional signs at the rear, one at the entrance to the rear vehicle access off of Culver Road and one in the rear yard. These are non illuminated.

Relevant Planning History

AWDM/0036/20 - Relocation of ATM to new position and 3 no. steel bollards installed, installation of 1no. condenser unit on concrete base in rear yard, new ramp access and walkway with new hand rail, new handrails to either side of goods-in ramp, 2no. bollards either side of goods ramp, new louvre in existing window opening, 1no. related UPVC window and new fire door exit to rear. Granted 27.2.20

Consultations

Lancing Parish Council*: No objection.*

Representations

None received.

Relevant Planning Policies and Guidance

The National Planning Policy Framework 2019
Adur Local Plan 2017 Policies 1, 2, 9, 15 and 27

Planning Assessment

Principle

The principle of development can be supported as it upgrades a supermarket in a local shopping parade within the built up area boundary. For consideration is the impact of the proposals on the character and appearance of the area and the impacts on neighbour amenity and the highway network.

The signage, grey with blue lettering, upgrades the frontage to the new Co-op livery. The rear signage is small and purely directional for delivery vehicles.

The signage will not impact on neighbour amenity or the highway network. Lux levels are well within acceptable levels.

Recommendation APPROVE subject to the following conditions:

1-7 Standard advert
8. Approved Plans.

Informative

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.

Is recommendation contrary to any representations? No.

Case Officer signed:	MOK	Date: 7.8.20
Authorised and signed by:	Peter Barnett	Date: 7 August 2020