Development Control – Delegated Officer Report

Application Number: AWDM/0847/21 Recommendation – CONSENT

Site: 26 - 28 South Street, Lancing, BN15

Proposal: Application for Advertisement Consent for 1no. externally illuminated halo sign to north elevation (26-28 South Street)

Date of site visit:

Neighbours checked: Y

Additional neighbour notifications: N

Site and Surroundings:

The application site is located on the west side of South Street Lancing, and relates to a two storey property formerly as a semi-detached building, but now in the ownership of and being used as one use by a Funeral Director. The property has been extended to the rear and contains associated uses of the Funeral business, including preparation room; masons room; and chapel of rest. The street facing rooms are used as a stone mason showroom and a reception room. The first floor appears in residential use.

South Street is part of the central shopping area of Lancing and lies to the south of Lancing railway station.

Proposal:

The application seeks Advertisement Consent for an externally illuminated sign. It has stainless steel lettering and is offset from the backing by approx. 500mm and has LED backlighting to the lettering to give a 'halo' effect.

The forms indicate the sign board will be 2.69m wide x 450mm high x 0.05m deep and will be positioned on the north elevation approx. 11m behind the rear elevation of the main building, and fixed on an existing angled fascia above the doors to the chapel of rest.

The forms indicate that the luminance level of the sign will be 400 cd/m^2

Relevant Planning History:

Consultations: None

Representations: Lancing Parish Council: No objection

Relevant Planning Policies

Adur Local Plan policy 15
National Planning Policy Framework (2019)
National Planning Practice Guidance
Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Planning Assessment

The installation of new signage is acceptable in principle subject to the key considerations of the effects on amenity and public safety.

Amenity and Public Safety Considerations

A local planning authority shall exercise its powers under the Advertisement Regulations in the interests of amenity and public safety, taking into account— a) the provisions of the development plan, so far as they are material; and b) any other relevant factors.

"Amenity" includes aural and visual amenity;
(a) factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;

(b) factors relevant to public safety include— (i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military); (ii) whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; (iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Amenity

Lancing = Zone E3 The Institute of Lighting Engineers' Technical Report Number 5: Brightness of Illuminated Advertisements (2001) provides the recommended maximum luminance levels in candelas per square metre (cd/m^2), which can be calculated based on the size of the sign and its location:

Illuminated area (m^2) Zone E3:- Up to 10.00 m^2 = 800; Over 10.00 = 600

The advertisement illumination proposed for the sign will be less than the maximum illumination level of Zone E3 and will be positioned back from the street frontage, and thereby it will be acceptable with regard to amenity.

Public Safety

The factors relevant to public safety include such matters as the safety of persons using any highway, and or whether the display of the advertisement

in question is likely to obscure, or hinder the ready interpretation of any traffic sign. The sign will not harm public safety.

Recommendation

APPROVE subject to Standard Conditions 1-6:-

7. Approved plans

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

Case Officer: Eve Hearsey Date: 17.06.2021

Authorised by: Peter Barnett Date: 17 June 2021