Expiry 7/1/07

Development Control – Delegated Officer Report

Application Number: ADC/0412/07 **Recommendation – Permit Application**

Site: **Portman Building Society 73 - 75 North Road Lancing West Sussex**

Proposal: **Replacement fascia sign and projecting sign for Nationwide (internally illuminated)**

The Application

The application site is part of a terrace of three units with flats above located on the south western corner of North & Culver Roads, Lancing. It is a Nationwide Building Society that occupies the middle of the three units within an area identified in the Local Plan as a 'Town Centre shopping area'.

The proposal is to replace existing fascia and internally illuminated projecting signs of the former 'Portman' business with the wording 'Nationwide' on a blue background. The lettering will be predominantly white, with a white and blue emblem and a red line below. The projecting sign will simply incorporate the emblem on a blue and red background internally illuminated as standard with T8 'Daylight' fluorescent lamps.

Consultations and Representations

Council has received no representations on the application.

Relevant Planning Policies and Guidance

West Sussex Structure Plan: DEV 1 (High Quality Development)

Adur District Local Plan: AG 1 (General)
AB 17 (Controlling Advertisements)
AB 20 (Shopfronts)

Planning Assessment

There are no serious planning concerns with this proposal.

The size of the fascia sign will be 0.65 metres high and 3.093 metres in width. The size of the projecting sign will be 0.818 metres high and 0.8m in width, projecting a total of 0.97 metres once the length of the bracket is taken into consideration. The sizes appear to be identical to that of the existing signage on the premises.

The proposed signage is no more obtrusive than the signage it is replacing and does not cause any additional detriment to the surrounding properties. It therefore accords with policies AB17 and AB20 of the Local Plan.

Recommendation

APPROVE subject to:

1. Standard advert conditions 1-5

2. C2Ai: '...not exceed 600 candela per square metre and shall be of a non-intermittent type.'
3. C2B: (illumination restricted to business hours)
4. C2D: (removal of existing adverts)
5. C2H: (lettering only to be illuminated)

Case Officer: D. Reynolds

Date: 9/8/07

CS 22.8.07