Development Management - Delegated Officer Report

Application Number: **AWDM/1850/16** **Recommendation –** Approve

Site: Miller & Carter 43 Manor Road Lancing West Sussex

Proposal: Advertisement Consent for replacement illuminated signage on building, new illuminated entrance sign, replacement illuminated hanging sign mounted on existing post, and replacement freestanding illuminated sign on eastern boundary of car park.

Date of site visit: 10 January 2017

Neighbours checked: Y

Additional neighbour notifications: Site notice posited 10.1.2017 Revised description notified 1.2.2017

Proposal, Site and Surroundings
The application site relates to No.43 Manor Road, known as Miller and Carter, which is on the south side of Manor Road, within the North Lancing Conservation Area.

Consent is sought for the display of 2no. internally illuminated 'Miller & Carter Steakhouse' signs on the front of the building on its gables and one externally illuminated 'Welcome' sign on the front of the building above its entrance door. The signage would replace the existing building signs which were approved under AWDM/0206/11 in July 2011 (This application also refused consent for two pole mounted interchangeable display signs on the north and west boundaries of the car park).

One free standing internally illuminated 'Miller & Carter Steakhouse' sign is proposed adjacent to the eastern boundary of the car park to replace the existing post mounted sign and one internally illuminated hanging sign to be mounted on the existing post adjacent to the western entrance on the northern boundary of the site to replace the existing hanging sign.

The proposed free standing sign would measure 2 metres wide by 0.75m high and would be 1.5 metres above the ground from the bottom of the sign and would have internally illuminated white lettering on a black background. The hanging sign would be 0.7m wide by 0.754 high and fixed to the existing post and framework and with internally illuminated white lettering on a black background.

The signs on the buildings gable would consist of individual internally illuminated white "Miller & Carter" lettering and individual internally illuminated gold 'Steakhouse' lettering, fixed on runner bars. The sign above the entrance would have individual black 'Welcome' lettering directly applied to the building and with a 'portico' lantern set above it.

Consultations
Adur District Conservation Advisory Group – Approves – but query whether the post mounted sign will be removed.

Representations
Lancing Parish Council – no objection

Relevant Planning Policies
Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1, AB17
Adur Local Plan (submission) 2016 policies: 15, 17
National Planning Policy Framework (CLG 2012)
National Planning Practice Guidance

Planning Assessment

The determining issues relate to the effect upon visual amenity and public safety.

The post mounted hanging sign and free standing sign at the eastern edge of the car park, would replace existing similar signage with the deletion of the logo for the hanging sign. The signs on the building would be similar to the style of the existing signage but with the deletion of the logo to the building sign and internal illumination, would give a less cluttered appearance. The welcome sign would be externally illuminated by a lantern and the other main signage would be internally illuminated, but consisting of individual letters. Levels of illumination would be lower to that previously approved and given the residential surroundings, can be controlled by a condition to switch off overnight which would be consistent with the previous consent.

The signs would appear appropriate in terms of their size, design and illumination and would appear as a less cluttered scheme than the existing logo signage. Design and impact on visual amenity and the conservation area is considered acceptable.

The application has been assessed in accordance with WSCC Standing Advice. The level of illumination is within the levels for Zone E3 based on the Institute of Lighting Engineers Technical Report No.5. The clearance of the projecting sign is over 2.4 metres and they do not interfere with the publically maintainable highway.

Recommendation

APPROVE
Subject to Conditions:-

1. Standard advertisement conditions 1-5
2. Drawing numbers
3. Hours of illumination

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

Case Officer: Rebekah Smith Date: 9 February 2017

Authorised by: Peter Barnett Date: 10 February 2017