Development Management - Delegated Officer Report

Application Number: **Recommendation – Approve**
AWDM/0460/12

Site: **68 Old Shoreham Road, Lancing, West Sussex, BN15 0QZ**

Proposal: **Application for advertisement consent to display 1 no. externally-illuminated sign to front wall of house and 1 no. externally illuminated signboard on northern boundary in connection with proposed cattery business**

Date of site visit: 4 April 2012

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application property is a pitched roofed chalet bungalow to the south of the A27. It shares an entrance with 68A, a detached chalet bungalow which was formerly the garage for No.68. Permission was granted to run a boarding cattery business from the site on 1 June (AWDM/0390/12).

This application seeks advertisement consent for an externally-illuminated signboard affixed to the front (east) wall of the dwelling and an externally-illuminated sign board fixed on posts behind the north boundary wall fronting the Old Shoreham Road (A27).

The signboards measure 1m by 0.8m and contain the words “The Manor Cattery & Small Animal Boarding” with phone number and website details in black lettering on a blue background. They will be illuminated by overhead trough lighting.

The bottom of the sign to be affixed to the east wall of the house will be 1.2m above ground level and will face the vehicular entrance to the property and the access road off the A27. The applicants wish to have the sign in this location to ensure that users of the cattery do not mistake the neighbouring dwelling, 68A, as being part of the same site (they share a driveway). The post sign at the front of the dwelling will identify the property to drivers using the A27.

The post sign will be on posts 1.2m high and the top of the sign will be 2m above ground level. It will be positioned in front of the north elevation of the house, within the curtilage of the property. A conifer tree is to be removed to accommodate the sign. The sign will identify the property to drivers using the A27.

Relevant site history

Permission was granted to run a boarding cattery business from the site on 1 June (AWDM/0390/12).

Consultations

West Sussex County Council: No objection from a transport/highways aspect provided the sign does not overhang the highway.

Highways Agency: No objection

Lancing Parish Council: Committee felt that the illuminated sign was not in keeping in what was predominantly a residential area and requested that consideration is given to a non–illuminated sign being permitted.

Representations

1 email received from the occupier of 66 Old Shoreham Road objecting to the illuminated signs. The signs may prove to be a distraction to drivers on busy A27. Sudden slowing down by vehicles may result in accidents.

Relevant Planning Policies

Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1, AB17
National Planning Policy Framework (CLG 2012)

Planning Assessment

Principle

The application relates to a residential property which is to incorporate a small scale commercial operation from the premises. Illuminated signage would not normally be considered appropriate at a residential property, within a residential area, and the main considerations are the impact of the proposal on the visual amenity of the locality and on highway safety.

The NPPF advises that only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to detailed assessment. Otherwise, control over outdoor advertisements should be efficient, effective and simple in concept and operation.

Visual amenity

The site lies towards the eastern end of the line of residential properties which front the Old Shoreham Road where the character of the area becomes more urbanised, but residential. The proposal will introduce illuminated signage to the area. There is a commercial garage further east which has non illuminated signage, but which does have lighting under its large canopy roof on the forecourt. There are also lamp columns along the roadside and the site lies alongside the busy A27. The introduction of illuminated signage will not therefore appear particularly intrusive.

The sign on the east side of the property will not directly face the A27 and will be screened to some extent by a line of trees along the northern (roadside) boundary. The post sign at the front (north) of the property will be more prominent but it will still be set back from the road by approximately 10m, being separated by a wide grass verge containing a number of trees.

The signs will be lit by trough lighting which will not cause undue glare or light spillage and the applicant has agreed to switch the illumination off outside of the opening hours of 8am and 7pm, which will limit the amount of noticeable illumination during the hours of darkness to the winter months only.

On balance, it is not considered that the signs will cause a loss of visual amenity in the locality.

Highway hazard

The signs are not considered to result in a risk to public safety. The signs will not obstruct the highway and are not considered to cause a risk to highway safety. Proposed luminance will not exceed recommended levels.
Neither the Highways Agency nor West Sussex County Council has raised objections to the application.

Recommendation

APPROVE

Subject to Conditions:-

Standard advert conditions 1-6

7. Illumination shall not exceed 250 candelas
8. Illumination during business hours (8am-7pm) only
9. External light source shall not be directly visible from the road
10. Approved plans

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

Case Officer: Peter Barnett Date: 18 June 2012

Authorised by: Jo Morin Date: 18 June 2012