Development Control – Delegated Officer Report

Application Number: AWDM/1360/19 Recommendation – APPROVE

Site: 40 South Street, Lancing, BN15 8AG

Proposal: Retention of illuminated ATM fascia sign (retrospective).

Date of site visit: 05.09.2019

Neighbours checked: Y

Additional neighbour notifications: N

Site and Surroundings

The property is located within the shopping area in Lancing opposite the Farmers public house. The group of shops has a parking layby to the front. The shops are two storey purpose built with flats on the first floor and retail on the ground floor.

The application site is 'Mulberrys' and is across 2no. units. The shop fronts have been blanked out by panels on 3no. of the 6no. shop fronts.

Proposal

The application is retrospective for the illumination of lettering on an ATM cash withdrawal machine within the existing shopfront to the outside one within the group.

The dimensions of the machine are approx. 1.34m high x 870mm wide x 40mm in depth; and the bottom of the machine is positioned some 900mm above ground level.

***Planning History**:*

L/125/99/TP ATM cash dispenser at front. Internally illuminated sign on proposed **Approved 13.09.1996**

L/126/99/TP Cash dispenser **Approved 13.09.1996**

Representations:

Lancing Parish Council: No objection

Consultation Responses: None

Relevant Planning Policies

Adur Local Plan: Policy 15
Planning Policy Framework (2019)

National Planning Practice Guidance

Planning Assessment

The proposal is acceptable in principle, subject to its effect on the visual and residential amenity and the character of the street scene in general.

Visual Amenity

The illuminated sign is on an existing ATM which is on an existing shopfront within a retail area, where it is normal practise for signage and paraphernalia such as this machine to make an appearance. Therefore, as such the advertisement will not look out of keeping with the existing street scene.

Residential Amenity

The advertising on the existing ATM machine will not materially affect the existing residential amenities of the neighbouring properties.

Recommendation APPROVE, subject to the following conditions

1. Approved plans
2. Standard advert conditions 1 - 6

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

Case Officer: Eve Hearsey Date: 15.10.2019

Authorised by: Peter Barnett Date: 15 October 2019