Development Management - Delegated Officer Report

Application Number: AWDM/0888/25 Recommendation – Approve

Site: Lancing Beach Care Home, 85 - 89 Brighton Road, Lancing

Proposal: Installation of various internally illuminated and non-illuminated signage (main entrance illuminated sign), and associated site signage.

Date of site visit: 24 July 2025

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to a new nursing home which is under construction on Brighton Road, Lancing. Consent is sought to display various signage including an illuminated entrance sign and associated non illuminated site signage.

The entrance sign measures 2m wide and 0.67m high and is to be displayed 2.73m above ground level. It will have a grey background with cut through text in white and is to be internally illuminated (300cd/m2).

All of the other signs are small and non illuminated and are either affixed to the building or positioned on posts 2m high and are CCTV disclaimers, ambulance bay identifier, or relate to parking. They all have the same colour scheme as the main entrance sign, albeit without the cut through text and illumination. It is considered that these signs do not require express consent.

Relevant Planning History

AWDM/1217/20 - Demolition of the existing care home and associated buildings at 85-87 Brighton Road along with the dwelling at 89 Brighton Road and the erection of a new three storey plus basement (C2 use) care home, associated parking and residents' gardens.

Consultations

Lancing Parish Council: Supports the application

Representations

None received

Relevant Planning Policies

Adur Local Plan 2017 Policy 15
National Planning Policy Framework (July 2021)
The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Planning Assessment

Amenity

The signage is not obtrusive and will not cause harm to the appearance of the building or the surrounding area. The grey colour has been chosen to relate to materials used elsewhere on the building.

Public safety

The signs will not result in a risk to public safety.

Recommendation

APPROVE

Subject to Conditions:-

Standard advert conditions and Approved Plans

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

Case Officer: Peter Barnett Date: 30 July 2025

Authorised by: Louise Prew Date: 04/08/2025