Development Management - Delegated Officer Report

Application Number: **AWDM/0312/13** **Recommendation –** Approve

Site: 24 North Road, Lancing

Proposal: Display of internally illuminated fascia and projecting signs

Date of site visit: 9 April 2013

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The site relates to Lloyds Bank located on the east side of North Road, north of the railway crossing and on the corner at the junction with Meadow Lane. This is a single storey building attached to the end of a two storey terrace comprising of shopping uses at ground floor level and residential in the upper floors. The area comprises a mix of retail and other commercial uses within this shopping centre with residential uses primarily at first floor level, although there are houses at the rear in Meadow Lane.

Consent is sought for the display of two internally illuminated fascia signs and two internally illuminated projecting signs to be fixed to the west and south elevations, to replace the existing signage.

The fascia signs would effectively wrap around the corner of the building, measuring 6.76m and 6.66m in width and each measuring 0.8 metres in height and would be fixed at a height of 3.68m above ground level. The fascia signs would be dark green with white lettering and with a bright green to the end returns. The fascia would have an angled face being 278mm deep at the top and 216mm deep at its base.

The projecting signs would each measure 0.65m by 0.65m by 90mm. They would have a green border and inside have a white vinyl background which would fully illuminate with a black horse logo printed in the centre.

Relevant site history
ADC/0389/06 - consent granted for replacement fascia and projecting illuminated signs in 2006

L/107/03/TP/20598 - consent granted for internally illuminated ATM signs in 2003

L/137/98/TP/17637 - Consent granted for part internally illuminated fascia signs on front & south side and projecting sign at front in 1998

L/109/85/TP/2614 - consent granted for two internally illuminated fascia signs; one internally illuminated box sign over door; & one internally illuminated projecting box sign in 1985

Consultations
West Sussex County Council – The Highway Authority have commented that:

'No sign falls within the public maintainable highway and it does not appear any sign exceeds maximum luminance levels for this area. No sign is located within a visibility splays and it is not envisaged these will cause a distraction to motorists using the nearby highway. It does appear however, that a sign overhangs the public highway and therefore a Section 177 Licence will be required.

Based on the above comments there would be no concerns raised to this application from a highway perspective.'

Lancing Parish Council - No objections

Representations
None received

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

Planning Assessment

The determining issues relate to highway safety and impact on visual amenity.

The size, number and positioning of the advertisements appears appropriate in the context of the commercial area and the 'wrap around' effect has previously been allowed in the existing signage. The advertisements do not result in any significant harm to the visual amenities of the site or surrounding area.

The Highway Authority have not identified any highway safety issues and it is considered that the level of illumination proposed is acceptable.

Recommendation

APPROVE
Subject to Conditions:-

1. Standard advertisement conditions 1-6
2. Drawing numbers:
   Unnumbered site location plan deposited 13 March 2013
   Drawing No. 88536 V1 Sheet 1 and 2 deposited 13 March 2013
   Unnumbered drawing entitled '50327900-Lancing-Blaze Neon-Planning Montage (V1) deposited 13 March 2013

Informatives

- Before the commencement of any operation, the applicant is advised to contact West Sussex County Council (Tel no: 01243 642105 or email street.works@westsussex.gov.uk) to obtain a Section 177 Licence under the Highways Act 1980 to cover any structure that overhangs the highway.

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

Case Officer: Rebekah Smith Date: 2 May 2013

Authorised by: Peter Barnett Date: 7 May 2013