Development Management - Delegated Officer Report

Application Number: AWDM/1601/23 Recommendation – Approve

Site: Parafix Engineered Adhesive Solutions, 53 Spencer Road, Lancing Business Park, Lancing, BN15 8UA

Proposal: Advertisement Consent for 1no. non-illuminated fascia sign.

Date of site visit:

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application site is located within the Lancing Business Park, which is located south of the railway line and lies between residential properties to the east, south and west. The site is not within a Conservation Area, nor is it a Listed Building.

The commercial property named Parafix, comprises a large, pitched roof, manufacturing unit, the roof containing dozens of rooflights. A smaller, building is extended off of this main unit to the rear (south). Car parking for the site is situated all around the building, and that situation is similar for many of the commercial buildings within the Business Park.

Both the main building and its extended building, sit close to the front and rear boundaries of the site, and both of the elevations facing the site boundaries have existing advertisements on them. It is the rear elevation, on the smaller building, where the proposed advert will be positioned.

There is an existing sign on both the front and rear elevations; the front elevation has blue lettering spelling out Parafix; and the rear elevation has blue lettering spelling out Parafix, but also has a blue & white shield logo to the left side of the letter 'P'.

The proposed signage comprises 1no. Non- illuminated, White Fascia sign with printed graphics.

The fascia sign measures 1.4m high x 10.5m wide x 0.04m deep.
The base of the fascia sign is 1.5m above the ground.
The individual letters on the fascia sign are 68.9cm maximum.
The lettering will be black and the background will be white.

Relevant Planning History:

L/2/96/TP Name lettering and logo on south elevation of building (retrospective). **Consent 04.03.1996**

Consultations: None

Representations: Lancing Parish Council: Support

Relevant Planning Policies

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

Planning Assessment

Amenity

The Lancing Business Park is a commercial area, but has residential on the peripheries. The building, the subject of this application, is sited will within the Business Park; and the elevation the proposed fascia sign will be affixed to, will not be readily viewed by residential properties. Further, the sign will be non-illuminated, thereby it will not result in any glare or light pollution, onto residential properties or the locality in general.

Public safety

The proposed sign is not close to main roads and the building is within a Business Park, with commercial/factory buildings, many of which have advertisements on the buildings and surrounding area. The sign is not considered to result in any risk to public safety.

Recommendation

APPROVE subject to Standard Conditions 1-6 and

7. Approved Plans

Informative:

1. Approved without amendment.

Case Officer: Eve Hearsey Date: 23.01.2024

Authorised by: Gary Peck Date: 24 January 2024