Development Control – Delegated Officer Report

Application Number: AWDM/0523/12 Recommendation – Approve

Site: 17 North Road Lancing West Sussex BN15 9AH

Proposal: Installation of externally illuminated fascia sign

Date of site visit: 10 May 2012

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

Permission is sought by Lancing Parish Council for an externally illuminated sign at the above shop premises, in connection with proposals to refurbish the vacant shop unit as a 'Village Action' community shop.

The sign re-uses the existing timber fascia board, painted blue with white lettering 200mm high stating 'Village Action' with 2 no. seagull motifs in a contrasting paler blue. Three swan-necked brass-coloured lamps are proposed to be fixed above the fascia sign (but below the first-floor window cills), centred on the entrance door and equally spaced on either side. The lamps would project a maximum 360mm from the wall face and would be 300mm high.

[NB. The existing timber shop window frames and door would be refurbished and painted the same blue as the fascia sign background with the remainder of the shopfront painted a contrasting lighter blue with white seagull motifs.]

Relevant site history

Consultations:

Lancing Parish Council: No objection.

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)
Lancing Village Vision (BDP 2012)

Planning Assessment

Principle

There is no objection in principle to illuminated signage on shops in this location within the commercial centre of Lancing. The relevant considerations are the effects on visual amenity of the locality and highway safety.

Visual amenity

The proposal re-uses the existing fascia board which is modest in size (0.45m deep). The proposed colour will harmonise with the painted shopfront (for which planning permission is not required) and will enliven this part of the shopping street. The style of external illumination using 'swan-neck' lamps is in keeping with the older style of the building. The number of lamps is not excessive and will not be visually overpowering.

Relatively few shops or commercial premises have illuminated signage in this part of the shopping centre. However, it is considered the proposal is entirely in keeping with the spirit of Lancing Village Vision which states:- " Lighting on shop fronts can add to the attractiveness of Lancing in the evening and also help to make people feel safer. Lighting needs to be carefully designed so that it helps emphasise quality features of the frontage. Neon signage should be avoided. "

The applicant has agreed the hours of illumination recommended as a condition.

Highway Safety

The lamps would overhang the adjoining footway at height of 2.9m, which it is considered sufficient to avoid any obstruction to pedestrians or any other adverse implications for highway safety.

Recommendation

GRANT CONSENT:-

The sign does not detract from the local built environment or highway safety. It consequently does not conflict with saved policies AG1 and AB17 of the Adur District Local Plan and Lancing Village Vision (2012).

Subject to Standard Conditions1- 6

7. Approved plans
8. The sign shall not be illuminated except between the hours of 8.00 am and 10.00 pm on any day.

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

Case Officer: Jo Morin Date: 1 June 2012

Authorised by: P Barnett Date: 1 June 2012