Development Control – Delegated Officer Report

Application Number: AWDM/0839/16 Recommendation – APPROVE

Site: 44 North Road, Lancing

Proposal: Advertisement consent for internally illuminated fascia and projecting signs to front (west) elevation.

Date of site visit: 22 April 2016

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to the ground floor of 44 North Road, a vacant former bank premises in a 2-storey building on the east side of North Road, within the primary shopping area of Lancing. The first-floor is also vacant and was formerly in use as an ancillary office to the ground floor use. An application has been submitted for the change of use and conversion/extension of the first floor to form a 2 bed flat (AWDM/0474/16 refers). A further application has been submitted for the construction of a first floor extension above a ground floor extension at the rear of the premises to form a second flat (AWDM/0508/16 refers). These applications have yet to be determined. A third application has been submitted for the change of use of the ground-floor to a hot food take-away (AWDM/0617/16 which has recently been approved.

This application seeks advertisement consent for 2 internally illuminated signs as follows:-

- Fascia sign: To consist of individual built-up letters and logo for Domino's with internal LED illumination. Letters will be white text on grey fascia background.
- Projecting sign: Internally illuminated sign measuring 0.6 by 0.6m with text and logo to match fascia

Planning History

None

Consultations

Lancing Parish Council: No objections

Representations

None received.

Relevant Planning Policies

Saved Local Plan policies (ADC 1996): AG1, AB17
National Planning Policy Framework (CLG 2012)
National Planning Practice Guidance

Planning Assessment

There is no objection in principle to the advertisements on commercial premises in town centre locations. Saved policy AB17 requires that they respect the character and appearance of the surrounding area and do not create a danger or hazard to public safety.

Visual Amenity

The proposed fascia sign would have an acceptable appearance. There is a mix of illuminated and non-illuminated shop fascia signs in the immediate vicinity. The method of internal illumination would not be unduly out of keeping or intrusive in the context of this shopping street.

An amended plan has been received showing a reduced-size projecting sign to 600mm square having an overall projection of 700mm which is considered more appropriate and in keeping with the character of Lancing town centre.

Public safety

There would be no adverse implications for highway safety.

The proposed projecting sign would overhang the public footway with a clearance distance of 2.7m which meets the minimum requirements of the Highway Authority.

Recommendation

APPROVE

Subject to

Conditions 1-6

7. Approved Plans
8. Signs to be illuminated only when premises open

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

Case Officer: Peter Barnett Date: 1 July 2016

Authorised by: Gary Peck Date: 4 July 2016