Expiry Date -

Development Control – Delegated Officer Report

Application Number: **Recommendation – APPROVE**
AWDM/1111/13 & AWDM/1110/13

Site: **20 South Street Lancing**

Proposal: **Proposed replacement shopfront to Nos. 18 and 20 South Street and air conditioning unit to rear of No. 20 Advertisement consent for replacement and new signage consisting of externally illuminated fascia signs and 1 no projecting sign (Nos. 18 -20 South Street)**

Neighbours checked: Y

Additional neighbour notifications: /N

Proposal, Site and Surroundings

The proposal is for a new shopfront to units 18-20, an air conditioning unit at rear of No. 20, alongside new externally illuminated fascia signs and 1 no. projecting sign.

The application property is two commercial units within a shopping parade, in Lancing town centre to the south of the railway line. The shop fronts of each unit differ in terms of design and advertising.

For the sake of clarify, this single officer report deals with both planning and advertisement consent applications.

Relevant Planning History
None

Consultations
Lancing Parish Council: *No objections*

District Environmental Health:
No environmental health concerns so long as the acousticians recommendations for the siting and attenuation of the AC unit are implemented.

Representations
None

Relevant Planning Policies and Guidance
Saved Adur Local Plan policies: AG1, AB17, AB20-21
National Planning Policy Framework

Planning Assessment

Principle

Upgrading of commerical premises in this location is acceptable in principle.

Visual amenity

The proposed shop fronts and adverts are of a good standard of design and would improve the visual appearance of the shopping parade, which exhibits shop fronts of varying quality.

The air conditioning unit is situated at the rear, out of public view.

Effect on neighbours

Residential accommodation is nearby above the commerical premises. The air conditioning unit would result in some disturbance to the amenities of these neighbours. However Environmental Health is satisfied no material harm would arise provided the conditioning unit operates in accordance with the submitted details.

Highway Safety

There is ample illuminated adverting in the street so the additional discreet adverts proposed would not cause a distraction to highway users.

Recommendation

APPROVE for the reason:-

The proposed development is within the built-up area and would help meet the need for additional employment provision and economic and environmental regeneration without detracting from the local environment. It can take place without resulting in unacceptable detriment to the amenities of neighbouring properties. It would consequently not conflict with the relevant 'saved' policies of the Adur Local Plan (AG1 AB20-21) and the National Planning Policy Framework

Subject to Conditions (Planning):-

1. Standard time limit
2. Approved plans
3. Air conditioning unit only to operate in accordance with submitted details

Subject to Conditions (Advert):-

1. Standard 5 conditions
2. Approved Plans

Informative

The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and subsequently determining to grant planning permission in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

Is recommendation contrary to any representations? N

Case Officer signed: Matthew Porter Date: 29-10-2013

Authorised and signed by: Peter Barnett Date 30 October 2013