Development Management - Delegated Officer Report

Application Number: AWDM/0610/17 Recommendation – Approve

Site: 24 North Road, Lancing

Proposal: Advertisement Consent for internally illuminated fascia signs to front (west) and side (south) and internally illuminated projecting sign to front (west) elevation for Costa Coffee.

Date of site visit: 7 April 2017

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

Express advertisement consent is sought for new signage on this building which has recently been granted consent to be used as a coffee shop (AWDM/0455/17).

The proposals are:

- 2 internally illuminated fascia signs; 1 on the front and 1 on the side. These will be displayed 3.6m above ground level and comprise the word “Costa” in white projected lettering on a grey background. Only the lettering will be illuminated. The signs measure 0.45m high and 1.86m wide.

- 1 projecting sign on the front elevation comprising a circular double sided sign with a red background. The word “Costa” is to be weeded out and left clear, illuminated internally. The sign measures 0.6m by 0.6m with an overall projection of 0.7m.

Relevant site history

AWDM/0455/17 - Change of use from Use Class A2 (financial services formerly Lloyds Bank) to mixed Use Classes A1 (shop) and A3 (cafe) for Costa Coffee with 2no. air conditioning units to rear (east) elevation.

Consultations

Lancing Parish Council: Not received

Representations

None received

Relevant Planning Policies

Saved Local Plan policies (ADC 1996): AG1, AB17

National Planning Policy Framework (CLG 2012)
The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Planning Assessment

Principle

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 signs 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 out of keeping or intrusive in the context of this shopping street.

The projecting sign is also appropriately sized 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 3.6m which meets the requirements of the Highway Authority. The luminance levels of 160cd/m2 fall within the acceptable limits as recommended in West Sussex County Council's standing advice.

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: 19 May 2017

Authorised by: Gary Peck Date: 22 May 2017