DELEGATED APPLICATIONS ASSESSMENT SHEET

Application Number: **Recommendation – APPROVE**
AWDM/0720/11

Site: **The Pilot Station Road Southwick Brighton**

Proposal: **Display of 3 no. externally illuminated fascia signs, 1 no. non illuminated fascia sign and 1 no. externally illuminated free standing hanging sign.**

NEIGHBOURS CHECKED: yes

ADDITIONAL NEIGHBOUR NOTIFICATIONS (LIST ADDRESSES): None

SITE AND SURROUNDINGS

The former Pilot PH occupies a corner plot at the junction of Station Road with Albion Street (A259). The pub closed in 2010. The existing 2-storey brick-built building faces onto Station Road and dates from the 1960s, having a traditional pitched roof with single-storey elements to the north and south which wrap around to the rear.

The immediately surrounding area on the north side of Albion Street is residential in character, made up of 3 and 4-storey flat blocks (Rock Close, Watling Court and Coates Court) also dating from the 1960s. There are commercial premises on the south side of Albion Street which back onto Lady Bee wharf and the Harbour.

PROPOSAL

Consent is sought for the following proposed signage in connection with the use of the property as a place of worship (Class D1).

Sign 1: Re-use of existing externally illuminated free-standing hanging sign situated on the south side of the site adjacent to Albion Street. Existing content to be replaced with new poster signage (0.8m wide and 1.5m high) comprising green lettering on white background and purple logo stating 'The Redeemed Christian Church of God' plus 'Kingdom Life Assembly – The Achiever Centre'

- Worship Centre
- Café/snack bar
- Events/meeting place

Signs 2-4: Re-use of existing timber fascia board 0.6m high wrapping round west, south and east facing elevations of single-storey element (on south side of building), with trough lighting. Proposed new signage of same height with brown lettering variously stating 'THE ACHIEVERS CENTRE' or 'TAC' - Worship Centre, - Café/snack bar, - Events/meeting place on cream background plus logo. Proposed illumination by existing trough lights.

Sign 5: Gold-coloured individual lettering 'THE ACHIEVERS' CENTRE' 0.45m on east-facing elevation over main entrance (3m above ground level) – non illuminated.

RELEVANT PLANNING HISTORY:

An application (AWDM/0719/11) by Kingdom Resources Ltd for a change of use of the property to provide a place of worship (part retrospective) with ancillary Class A1/A3 and C3 uses is currently under consideration.

There is a history of externally illuminated signage at the former public house going back to 1986. Consent for part externally illuminated fascia signs was granted in 1998 (SW/43/98/TP). The existing externally illuminated poster frame on the pole sign was granted consent in 2004 (SW/50/04/TP).

RELEVANT PLANNING POLICIES:

Adur District Local Plan AB17: Consent only for adverts which respect the character and appearance of the surrounding area and do not create a danger or hazard to public safety.

CONSULTATION RESPONSES

Highway Authority: This proposal has been considered by means of a desktop study, using the information and plans submitted with the application, in conjunction with other available WSCC map information. No anticipated highway safety implications.

REPRESENTATIONS

One representation has been received from a local resident stating that due to the location of the site, a very busy road junction with records of fatalities from road accidents, any illuminated signage must not cause reflection on the road or outside the boundary and should not be of vivid or flashing neon so as to cause distraction or impair visibility to passing motorists or pedestrians and should not impose into nearby private residential accommodation. Other business properties do not have illuminated signage on the immediate vicinity of this dangerous road junction.

PLANNING ASSESSMENT:

The relevant considerations are of visual amenity and highway safety.

The size, height, position, extent and method of illumination of the proposals is virtually identical to the former pub signs, only the content of the individual signs will change to reflect the proposed use of the building. The signs are essentially for the purpose of identification rather than advertisement and are not especially bright or gaudy and will not detract from the appearance of the building, or the character of the surrounding area. A condition is recommended restricting hours of illumination to the hours of opening of the Centre and in any event not later than 12 midnight.

It is considered that the proposals are acceptable in terms of public safety. No objection has been raised on highway safety grounds by WSCC.

It is considered to comply with Adur District Local Plan AB17 and will not result in any detriment to amenity or highway safety.

RECOMMENDATION:

Permit subject to conditions (summarised below).

1. Standard conditions 1-5
6. Approved drawings
7. Times of illumination to correspond with the opening hours of the Achiever Centre (and no later than 12 midnight).

IS RECOMMENDATION CONTRARY TO LETTER (S) OF REPRESENTATION

Yes

DELEGATED

Case Officer: Jo Morin Date: 14 December 2011

Authorising Officer: Keith Morgan Date: 14 December 2011