Development Management - Delegated Officer Report

Application Number: AWDM/1307/13 **Recommendation – APPROVE**

Site: **Grove Lodge Veterinary Group, 21 Southwick Street, Southwick West Sussex, BN42 4AD**

Proposal: **Listed Building Consent to display 1 fascia sign at rear**

Date of site visit: 25 October 2013

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application relates to a Grade II listed building within the Southwick Conservation Area. The application seeks Listed Building Consent to affix 1 fascia sign to a gable on the rear (west) side of a single storey addition at the side of the building. This sign plus a number of other signs (total of 4 signs) were previously granted advertisement consent (AWDM/0828/13) by the Planning Committee on 30 September.

The sign is an aluminium triangular-shaped fascia sign to be affixed to the west-facing gable of the single storey addition which is to the north of the main building and measures 2.5m wide at its base and 1.2m high. The sign contains a cartoon character and animals, which form the company logo, the name of the facility, phone number and email address.

Relevant Planning History

AWDM/0272/11 & AWDM/0273/11 – Planning and listed building consent for change of use to Veterinary Practice at ground floor with self contained 3-bed apartment on upper floors, and new external staircase at rear, plus internal and external alterations and repairs

AWDM/0453/12 & AWDM/0454/12 - Retrospective planning and listed building consent application for; extension of the lean-to roof over the existing outbuilding to form a cycle storage facility; addition of a lead canopy roof over new entrance at the rear supported off green oak posts; location of air conditioning units at ground floor level at the rear of the building serving the veterinary practice at ground floor; roof alterations to form

adequate height for an entrance door to be formed at first floor to the 1st floor apartment.

AWDM/0827/13 – Listed Building Consent to display 1 banner sign and 1 fascia sign - Refused

AWDM/0828/13 - Installation of 1 non-illuminated vinyl banner sign, 3 non-illuminated aluminium post signs, 1 non-illuminated fascia sign and 1 no. car park sign – Split Decision

Consultations

Adur District Conservation Advisory Group: Members can't see the point of the fascia sign which can only be seen by the clients using the car park. Members again are unimpressed with the cartoon type characters which they feel are tasteless.

Representations

6 letters received from the occupiers of 15, 17 & 19 Southwick Street, 39 Albion Street and 4 Croft Avenue (2 letters) objecting to the application on the following grounds:

- Unnecessary to have numerous signs
- Out of keeping with a Listed Building in a Conservation Area
- Signs are too large and obtrusive, resulting in cluttered frontage
- Development prior to installation of signs was sympathetic to CA. Now it has been vandalized by unsympathetic development
- Signs are inappropriate, basic, crude, garish, oversized, cheap and childish with kindergarten appearance

NB – these objections largely refer to the already-approved signage which has recently been displayed

Relevant Planning Policies and Guidance

Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1, AB4, AB7, AB9, AB17, AB19
National Planning Policy Framework (March 2012) Paragraph 67

Planning Assessment

Impact on Listed Building

Advertisement consent has already been granted for the sign subject of this application. This application therefore seeks to secure listed building consent as it was not possible to issue consent under AWDM/0827/13 due to that application including a large vinyl banner sign on the south elevation which was unacceptable.

The triangular sign within the gable on the north side of the building faces the car park and is not visible from outside the site. It serves no purpose in terms of identifying the building for customers as the only people who will see it will be those already in the car park. However, Members of the Planning Committee considered that it was not harmful and was necessary for the business.

It is to be attached to a more recent addition to the building and will not harm the historic character or fabric of the listed building.

Recommendation

APPROVE for the reason:-

Subject to Conditions:-

1. Standard 3 year time limit
2. Approved plans

Informative: The existing sign on the north side of the building is unauthorised and must be removed.

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

Case Officer: Peter Barnett Date: 15 November 2013

Authorised by: Gary Peck Date: 15 November 2013