Expiry Date - 06/07/2010

Development Control – Delegated Officer Report

Application Number: ADC/0167/10 **Recommendation – Permit Application**

Site: **Southwick Methodist Church Manor Hall Road Southwick Brighton**

Proposal: **Roman villa heritage interpretation board (A2 lectern-style powder-coated steel) on roadside corner**

The Application

Advertisement Consent is sought for one A2 size (0.4m by 0.6m) heritage interpretation boards which would advertise to members of the public the history of the ruined Roman Villa below the site. The sign would be a lectern style with a box section steel frame with a 20mm thick advertisement board, located directly on the SW corner of the grassed verge area located at the front of the Southwick Methodists Church, adjacent to a public bench.

The application is made by the Southwick (Sussex) Society and has the approval of the Methodists Church and the neighbouring Eastbrook Primary School.

Consultations and Representations

Third Parties: No third party objections.

Relevant Planning Policies and Guidance

Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1, AB17
PPS5 'Planning for the Historic Environment' (CLG 2010)

Planning Assessment

Policies
Local Plan Policy AB17 states that express consent for advertisements will only be granted where they respect the character and appearance of the surrounding area, and they do not create a danger or hazard to public safety.

Affect on the character and appearance of the surrounding area
The existing Church is a modern building which already has an existing notice board on the SW corner of the building, directly behind where the proposed

sign would be located. The proposed sign would be located a maximum of 1.05m in height and located some 7.5m in front of the existing noticeboard.

It is considered that the proposed sign would provide a valuable public point of information about the District's heritage, and due to its modest size it would not be out of character with the appearance of the surrounding area.

Public safety
The proposed noticeboard would be located away from the public highway and non-illuminated. It would be sited off of the designated pedestrian footpaths and would therefore not cause a distraction to highway users or a danger to pedestrians.

Recommendation

1-5 Standard Advertisement conditions

6. No development shall be carried out unless and until a sample of the metal framework of the sign, and an example of the final printed content have been submitted to and approved in writing by the Local Planning Authority.
   Reasons: *In the interests of amenity and to comply with policy AB19 of the ADLP*

Case Officer Carlos Hone Date 08·06·10 RB 9/6