Development Management – Delegated Officer Report

Application Number: AWDM/0373/17 Recommendation – APPROVE

Site: 141-143 The Gardens Southwick, West Sussex

Proposal: Advertisement Consent for vinyl windows signage to each of north west and south east side elevations for Nisa Local.

Date of site visit: 9.05.17

Neighbours checked: Y

Additional neighbour notifications: N

Site, Surroundings and Proposal

The application relates to an existing ground floor convenience shop at the junction of The Gardens and A259, Southwick. Gardner Road is to the east of the site. The shop front is prominent and wide and heavily glazed. Consent is sought to add vinyl window signage to the side windows of the shop unit. As existing there is some signage on the south eastern side and a window and door on the north western side.

The signage is attached to the glass and is non illuminated it shows the brand Nisa Local who will be occupying the shop unit.

The site is within a residential area.

Consultations: None undertaken.

Representations: None received.

Relevant Planning Policies

Saved Local Plan policies (ADC 1996): AG1, AH7
Submission Adur Local Plan 2016: P2, P15
National Planning Policy Framework (CLG 2012)
National Planning Practice Guidance

Planning Assessment

There is no objection in principle to the proposed advertisements which would be considered in accordance with public safety and amenity grounds.

Public Safety

The signage is subservient to the main shopfront and main advertisement to the front elevation. An application is also being considered for a new shopfront here and roller

shutters under AWDM/372/17. The signage will be clearly visible within the street scene and surrounding area. However it is non illuminated and considered appropriate to accompany such a use.

All of the signs proposed will thereby not result in a public safety issue.

Amenity

As above the signage will not give rise to any adverse impact upon the street scene or surrounding locality. Despite being within a residential area the additional signage to the side elevations of the building will not be detrimental to the character of the locality and are appropriate in this case. The site is not within a Conservation Area, nor is it a Listed Building.

Recommendation: APPROVE

APPROVE

Standard advert conditions.

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

Case Officer: Hannah Barker Date: 22nd May 2017

Authorised by: Jo Morin Date: 23.05.2017